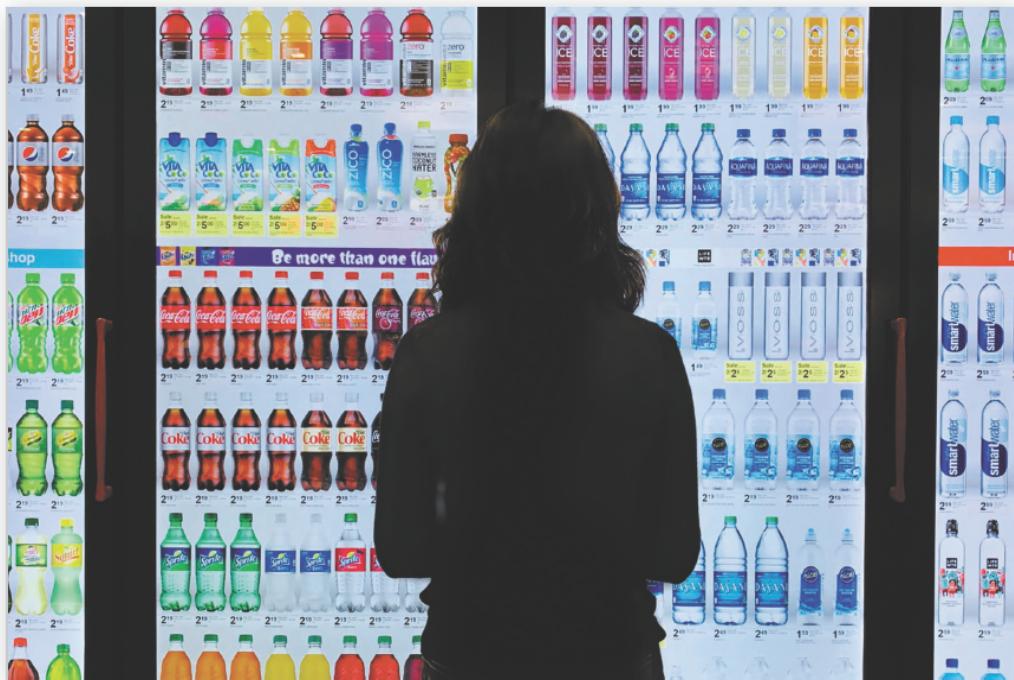


13 Support Media



Source: Cooler Screens Inc.

Learning Objectives

- LO 13-1** | Describe the role of support media in an IMC program.

LO 13-2

Identify traditional and nontraditional support media in the development of an IMC program.

LO 13-3

Compare the advantages and disadvantages of support media.

LO 13-4

Describe how audiences for support media are measured.

LO 13-5

Describe how to measure the effectiveness of support media.

page 435

Value Your Privacy? Don't Go Down the Cooler Aisle!

Hardly a day goes by that you don't hear or read something about our rights to privacy. Your bank and/or credit card company sends you its privacy policy. Facebook and other sites are in the news for not protecting your personal information. You already know that the retail stores you visit online will lead to subsequent pop-up ads. Everywhere you go—from retail stores to banks to gas stations—you are on camera. While it may bother some of us, most people have become oblivious to being watched. One has to wonder just how far it will all go. In 2019 it was estimated that there were more than 30 million surveillance cameras deployed in the United States. A Londoner could be caught on camera as many as 300 times a day; a New Yorker 75 times. Could it get worse?

Well, maybe. Now, if you want privacy, it may not even be safe to shop at the grocery cooler. The next time you are standing in front of your cooler door looking over the contents, a camera could be watching you—and it's not because the grocer is making sure you don't steal something. Companies like Mood Media and Cooler Screens are now making a pitch to retailers to install cameras to watch shoppers while they stand in front of the cooler doors looking inside. Not only do the cameras watch you, they also use the information acquired to try to guess your age and gender—even

your mood—and then send you a real-time target ad on an in-store video screen. You probably don't even know you are being watched, because the camera has only a penny-sized lens.

The Kroger Company (which owns Ralphs and Food 4 Less stores) and Walgreens (which owns more than 8,000 drugstores) are currently testing the technology, which uses the camera information to create ads that are displayed on a screen or, in the case of Walgreens, on the cooler doors along with a list of the contents inside. After discerning your gender and age range and tracking your eye movement and emotional response when looking at a product, an ad appears. For example, if a man is standing in front of a cooler containing drinks, a Coke Zero ad may appear because the product is more frequently purchased by males. A female might receive a Diet Coke ad. A 20-year-old might receive a Red Bull ad, while a slightly older male might receive a Gatorade one. Later in the day, as dinner time approaches, if you pick up some beer, you might be sent a message offering you a special price on a DiGiorno pizza if you buy a six-pack of Coors Lite. You might also receive others reminding you that the diet drinks are zero calories or that the product you were just considering is now on sale. Cooler Screens has already booked advertising deals with Coca-Cola, Pepsi, Nestlé, MillerCoors, and Anheuser Busch, among other top consumer packaged goods companies.

While the tech companies and the packaged goods sellers argue that the cameras and screens lead to a better shopping experience, not everyone is so sure. As noted earlier, the camera lenses are very small and not obvious to the customer. Supposedly, the data collected is anonymous. Pam Dixon, executive director of the World Privacy Forum, and Ryan Calo, a professor at the University of Washington School of Law, both contend that even if this is so, the use of the technology can lead to discriminatory practices in different ways. As noted by Dixon, "We shouldn't be gathering the emotional state of anyone." Consumers themselves seem to have mixed reactions. Most appear not to notice them, and at least one customer has said he wasn't concerned because there are "cameras everywhere." Others have expressed dislike about the fact they are being used if and when they do find out. Apparently not all stores notify customers they are being watched, which Katharine Schwab, writing in *Fast Company*, refers to as a "problematic lack of transparency that leads to serious privacy considerations." Some retail operations executives, including John Furner, CEO of Walmart Inc.'s Sam's Clubs, and Jon Reilly, VP of commerce for consulting agency Publicis Sapient, have also voiced privacy concerns.

Reilly expects that it won't be long before the cameras are widely used. Indeed, Cineplex Digital Media has screens that can be placed in malls or at bus stops and, eventually, at drive-through restaurants. I guess we'd better get used to it, as they will all know how we are feeling.

Sources: Joseph Pirani, "Smile, Say 'Cheese!' and Then Purchase It," *Los Angeles Times*, April 25, 2019, pp. C1, 3; Katharine Schwab, "It's Not Just Google or Facebook: The Freezer Aisle Is Ad Targeting You Now," www.fastcompany.com, February 6, 2019; Yolanda, "How Many Times Are You Caught on Security Camera per Day," www.replink.com, October 19, 2018.

We refer to the media in this chapter as support media, but the fact is—as you will see—the media discussed herein continue to grow in importance to the marketer, and over the past decade or so, they have seen a significant increase in expenditures in them. As marketers look for more and more ways to get their messages to consumers, and consumers seemingly look for more and more ways avoid them, many of these media have demonstrated their effectiveness. Over the past few years there has been significant growth in the use of support media—both traditional and new media forms. In many ways, the consumers' efforts to avoid commercial exposure may have had an opposite effect, as it seems ads now appear in many places not previously home to such messages.

Ads have appeared on manhole covers, inside restroom stalls, on bus shelters, in grocery stores, on hubcaps, on cell phones, and even on people's bodies. In this chapter, we review a number of support media, some that are new to the marketplace and others that have been around awhile. We discuss their relative advantages and disadvantages, how they are used, and audience measurement of each. We refer to them as **support media** because the media described in the previous chapters dominate the media strategies of large advertisers, particularly national advertisers. Support media are used to reach those people in the target market whom the primary media may not have effectively reached and to reinforce, or support, their messages. It is important to remember that some of these media are not used only for support, but for some companies they may be the primary or sole medium used.

You may be surprised at how many different ways there are to deliver the messages and how often you are exposed to them. You may also be surprised at how the number and types of media keep expanding and how effective they can be. Let's begin by examining the scope of the support media industry and some of the many alternatives available to marketers.

THE SCOPE OF THE SUPPORT MEDIA INDUSTRY



LO 13-1

Support media are referred to by several titles, among them **alternative media**, **below-the-line media**, **nonmeasured media**, and **nontraditional media**. These terms describe a vast variety of channels used to deliver communications and to promote products and services. In this chapter we will discuss many of these media (though, as you might imagine, it would be impossible for us to discuss them all).

Many advertisers, as well as the top 100 advertising agencies, have increased their use of support media, and as new alternatives are developed, this use will continue to grow. Given the rapid emergence of a variety of new media, we will further divide support media into *traditional* and *nontraditional* support media categories. There are actually hybrids as well because some traditional media have adapted to the new media environment by updating their offerings. There is no particular necessity for this further distinction other than to demonstrate that many of the various forms of support media have been around for quite some time, while others have surfaced only recently. Let us examine some of these in more detail.

TRADITIONAL SUPPORT MEDIA

LO 13-2

Out of home (OOH) advertising media encompass many advertising formats found out of the home (see Figure 13–1). As can be seen, the Outdoor Advertising Association of America (OAAA) categorizes these media as out of home—including billboards, street furniture, place-based media, and transit. As shown in Figure 13–2, billboards and street furniture together constitute the majority of the outdoor billings. Given the similarity of these forms, we will discuss them together and then address transit and place-based media.

FIGURE 13–1

Out of Home Media: Outdoor Advertising Today Comprises a Diverse Cross Section of Formats

Source: Reprinted with permission of Outdoor Advertising Association of America

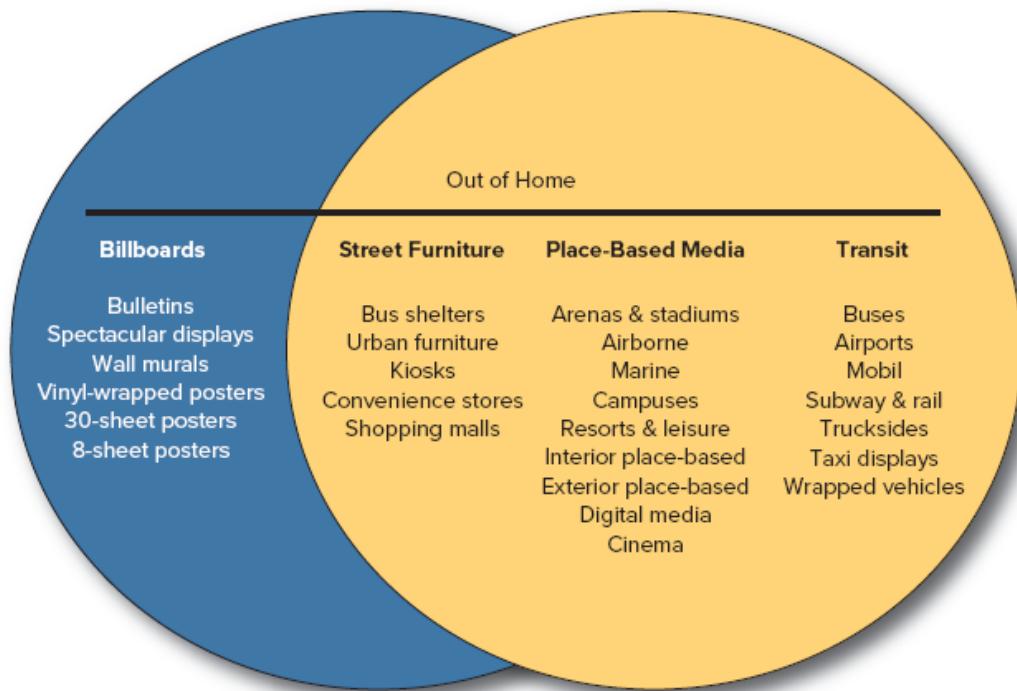
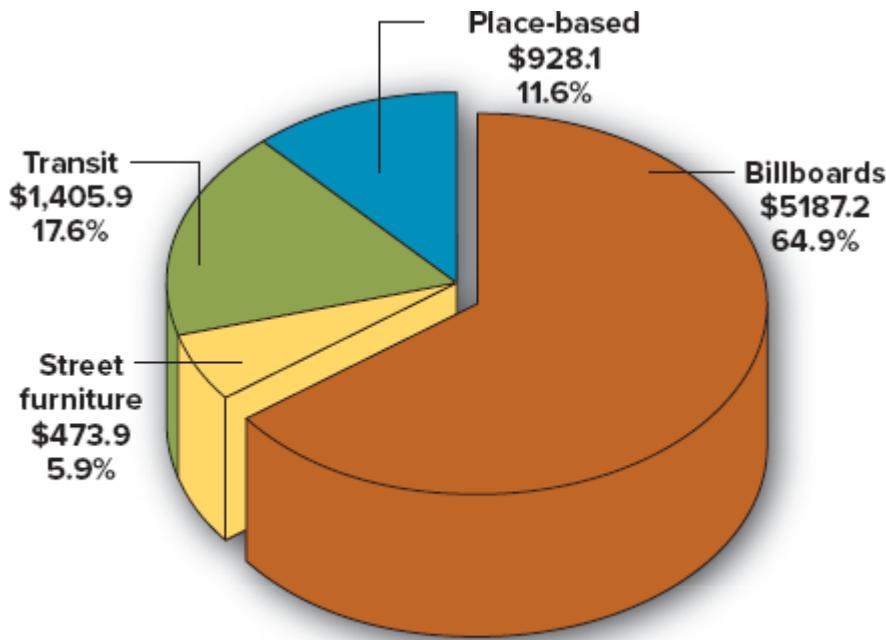


FIGURE 13–2

Four Major Product Categories, 2018 Total OOH Revenue: \$8.0 Billion

Note: Figures in millions.

Source: Reprinted with permission of Outdoor Advertising Association of America



Out of Home Advertising (OOH)

OOH advertising has probably existed since the days of cave dwellers. The Egyptians and the Greeks used it as early as 5,000 years ago. OOH is certainly one of the more pervasive communication forms, particularly in urban and suburban areas.

While showing steady growth since 2000, OOH advertising has continued to grow in revenues to \$8 billion in 2018.¹ The medium was once dominated by tobacco advertisers (25 percent of its \$1.5 billion revenue came from cigarette advertising in 1991), so there were concerns in the industry when an agreement was reached with 46 states in November 1998 to ban all cigarette ads. Increased expenditures from local services and amusements, insurance, real estate, and telecom companies have more than made up for the losses. Companies like McDonald's, Apple, Verizon, Warner Brothers, Samsung, AT&T, and Coca-Cola are some of the top spenders in this medium. As shown in Figure 13–3, OOH continues to be used by a broad client base, a demonstration of its continued acceptance in the industry. The increase in the number of women in the work force has led to more advertising of products targeted to this segment, and the

increases in the number of vehicles on the road and the number of miles driven have led to increased expenditures by gas companies, food and lodging providers, and other media.

FIGURE 13–3

Top 10 Out of Home Advertising Categories (based on 2018 year-end outdoor expenditures)

1. Miscellaneous local services and amusements
2. Retail
3. Media and advertising
4. Restaurants
5. Public transportation, hotels, and resorts
6. Financial
7. Government, politics, and organizations
8. Insurance and real estate
9. Schools, camps, and seminars
10. Automotive dealers and services

Reprinted with permission of Outdoor Advertising Association of America, 2019

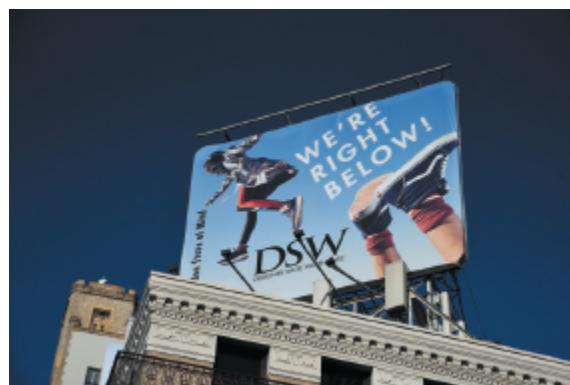
A major reason for the continued success of outdoor is its ability to remain innovative through technology. As Exhibit 13–1 shows, billboards are no longer limited to standard sizes and two dimensions; 3-D forms and extensions are now used to attract attention. Digital OOH media have also contributed to the success. Digital messages on billboards, transit signs, and in stores have allowed more advertisers to participate since messages can be changed quickly and often. In addition, it allows OOH advertising to appear in places previously unavailable, and in a timely fashion (Exhibit 13–2). You probably have been exposed to either signboards or electronic billboards at

sports stadiums, in supermarkets, in the campus bookstores and dining halls, in shopping malls, on freeways, or on the sides of buildings, from neon signs on skyscrapers in New York City to Mail Pouch Tobacco signs painted on the sides of barns in the Midwest. This is truly a pervasive medium.

XHIBIT 13-1

Billboards can be attention-getting.

Source: Robert Alexander/Getty Images



XHIBIT 13-2

This Oops campaign was designed to get attention.

Source: Sam Mellish/Getty Images



Out of home advertising, particularly billboards, does have its critics. Ever since Lady Bird Johnson tried to rid the interstate highways of billboard advertising with the Highway Beautification Act of 1965 during her husband's presidency, there has been controversy regarding its use. As previously noted, legislation has passed in 46 states banning the advertising of cigarettes on billboards. In addition, a number of cities and states in the United States and internationally have banned or restricted the use of billboards. In some cities, existing billboards can remain, but once they are gone, they can no longer be replaced.

Digital Out of Home (DOOH) One of the fastest-growing out of home industries is that of **digital out of home (DOOH) media**. DOOH media take two forms: (1) video advertising networks, which include digital video screens that appear in offices, stores, theaters, transit networks, and entertainment venues such as health clubs, sporting arenas, bars, and restaurants; and (2) digital billboards, or screens that transmit in LED (light-emitting diode) or LCD (liquid crystal display) technologies. Digital billboards include large boards found at sports and entertainment venues, retail locations (like malls), in transit locations (terminals, etc.), and at roadsides or large traffic locations. Place-based advertising, which is not a purely DOOH medium, often uses digital technology to send its page 439 messages. These typically include smaller signs that appear in restrooms, on stairs, on personal vehicles, and on specialty items. The global DOOH signage segment is expected to reach \$29.6 billion by 2024 due to its ability to be creative, attract attention, and engage the consumer (see Digital and Social Media Perspective 13–1).²

Place-Based Out of Home Media

Several other forms of OOH advertising are also available, including aerial advertising, interior and exterior place-based, mobile boards, and more. OAAA classifies these as place-based media. Let's examine a few of these.

Aerial Advertising Airplanes pulling banners, skywriting (in letters as high as 1,200 feet), and blimps all constitute another form of outdoor

advertising available to the marketer: **aerial advertising**. Generally these media are not expensive in absolute terms and can be useful for reaching specific target markets. For example, Coppertone has often used skywriting over beach areas to promote its tanning lotions, beer companies (among others) commonly employ aerial advertising at sporting events, and local advertisers promote special events, sales, and the like. Exhibit 13–3 shows one of the many products, services, and/or events that have used this medium.

XHIBIT 13–3

A variety of companies use blimps as an advertising medium.

Source: David R. Frazier Photolibrary, Inc./Alamy Stock Photo



Mobile Billboards Another OOH medium is **mobile billboards**. Some companies paint their cars with ads; others paint trucks and vans. Still others put ads on small billboards, mount them on trailers, and drive around and/or park in the geographic areas being targeted (Exhibit 13–4). Costs depend on the area and the mobile board company's fees, though even small and large organizations have found the medium affordable. A number of studies have shown that mobile billboards can lead to a high number of impressions; a study conducted by the organization Product Acceptance & Research indicates that mobile ads lead to high levels of recall and readership and were likely to have an impact on sales.³

A number of companies including Walmart, Home Depot, and State Farm are frequent users of mobile ads.

XHIBIT 13–4

Mobile billboards can take interesting and unusual forms, from donkeys in Mexico to the sides of trucks.

Source: (left) (c) Michael Belch; (right) Kelly Rann/Alamy Stock Photo



page 440

Digital and Social Media Perspective 13–1 >>>

This Isn't Your Grandma's Billboard: AR and Other Innovations have Changed Outdoor Advertising

Imagine you are driving down the highway in your Toyota. As you glance over at a billboard a message tells you that you are driving the wrong car, because the new Chevy Malibu gets better gas mileage than your car does. Or imagine it is early morning and as you are driving toward the sunrise you see an Egg McMuffin rising on a billboard in sync with the sun (or setting with the sun if it is evening). Now, what if you passed a

different billboard and it had the ability to determine you were there and where you went afterward.

It has always been hard to ignore billboards, whether you want to or not, which is part of the reason the outdoor medium has continued to be attractive to advertisers. Now, due to advances in digital technology, it may be even harder to ignore them. The growth of digital billboards and other OOH advertising vehicles may actually lead to consumers wanting to see—and even to interact with—a medium that many would like to see go away. (You have to admit it would be interesting to watch the McMuffin rise with the sun!) Some believe that the enhanced creativity that digital offers over traditional billboards may be putting the latter's future existence at risk. Now digital outdoor has teamed up with augmented reality (AR), making it even more attractive.

For example, Google recently added a new AR feature whereby anyone with an Android phone camera can scan a poster and get additional information overprinted in a virtual layer over the poster. If you scanned a poster promoting a pop star's concert, for example, you could watch the top music video of that star in a virtual window. Google also announced another AR feature for its Google Maps navigation system that not only improves consumers' abilities to find their destination, but also to discover local businesses in the area through virtual pop-up information cards. eBay ran a digital outdoor campaign using AR in which it advertised based-on-real-time weather data. On sunny days, gardening products were advertised; on rainy days it was home improvement products. Peloton worked with an ad tech company to purchase DOOH media from over 30 sellers in multiple markets to pretest over 100 versions of ad creative. Numerous other companies are now using AR to make their outdoor advertising more interesting and informative.

There are a number of advantages to the digital versions. The creativity of the Egg McMuffin board is just one of many examples of the attention-getting capabilities being employed. Interestingly, McDonald's had a billboard about 10 years ago that used the location of the sun to cast a shadow on which menu item to eat at that time of day. The two boards were created by different agencies.

To launch its new Malibu, Chevrolet and its agencies Posterscope USA—an OOH communications specialist agency—and Lamar Advertising Co. used vehicle-recognition technology that could identify certain types of vehicles and immediately generate dynamic, customized messages to the drivers. The vehicle-recognition campaign was the first of its kind; it was designed to create awareness of the Malibu's safety and fuel efficiency, among its other features. Posterscopes's previous CEO, Helma Larkin, noted: "By integrating vehicle-recognition technology into the campaign, we are able to deliver personalized content to drivers of competitive vehicles, increasing the likelihood that messages will be noticed and remembered." When a camera mounted on a pole next to the billboard recognizes a Ford Fusion, Toyota Camry, Nissan Altima, or Hyundai Sonata, the otherwise generic Malibu ad message shifts to a competitor-specific one, giving the driver 7 seconds to read it—and no doubt freak out!



Tribune Content Agency LLC/Alamy Stock Photo

Coke erected a “Drinkable” billboard to get potential customers attending the NCAA March Madness basketball finals to try a sample of Coke Zero. The billboard dispensed samples of the soda through 4,500 feet of straw tubing that spelled out “Taste It.” By going to #OpenToTry, Coke Zero made it simple to get a taste test of the product. Coke has also developed drinkable stadium HD video boards, interactive mail kiosks, and flyers that turn into straws to further its efforts.

Perhaps one of the most pioneering innovations is the billboard that can tell that you have driven by and where you went afterward. Developed by Clear Channel Outdoor Americas, which has tens of thousands of billboards across the United States, and AT&T, the technology allows for tracking the movements of drivers who pass the billboards through their mobile phones. The data will assist in identifying the age and gender of persons driving by and subsequently determine if they visit a store and where. Clear Channel and AT&T say the data will be anonymous and aggregated so individual customers can't be identified.

Digital signage companies have also become integrated with social media like Flickr, Facebook, and Twitter. For example, a number of bars now have social media-enabled screens that they use to stage interactive games that allow customers to text answers to the displays, as well as send tweets or text messages to others in the bar (so long as they are appropriate content-wise). Tweets of specific menu or drink recommendations pop up on the indoor screens instantaneously. The Independent Coffee Network has also used Twitter and Flickr to catch the attention of customers in its stores, finding that it is effective in increasing engagement among the customers.

Both Intel and NEC have developed digital billboards with cameras inside that can identify shoppers' ages and genders as they walk by or stand in front of the display. Kraft Foods and adidas have also experimented with facial recognition capabilities, and both Facebook and Google have facial recognition capabilities—but claim they don't use them. The FBI used a digital billboard in Times Square (New York) to ask the public to help identify fugitives at large in the New York area; the digital capabilities of the billboard allowed for constant changing of faces.

But not everyone is happy with this new technology. Privacy advocates have always been concerned that companies will collect data from persons without their knowledge or permission—which seems to be the case. The Electronic Privacy Information Center claims that the technology has the potential to violate one's civil liberties and violates the First Amendment. But no one seems to stifle the progress!

Sources: Richard Yao, "How AR & Other AI-Driven Innovations Will Revolutionize OOH Ads," www.medium.com, May 17, 2018; Christopher Hall, "Digital Signage Tells You You're Driving the Wrong Car," April 19, 2016, www.digitalsignagetoday.com; Dale Buss, "Coke Zero Scores with 'Drinkable' Billboard at March Madness Finals," April 3, 2015, www.brandchannel.com; Tim Nudd, "An Egg McMuffin Rises with the Sun on This Tasty McDonald's Billboard," February 9, 2015, www.adweek.com.

In-Store Media

Advertisers use **in-store media** such as in-store ads, aisle displays, store leaflets, shopping cart signage, and in-store TV to reach shoppers at the place where they buy. Remember the lead-in to the chapter? A study by MEC Sensor and BMRB International revealed that one-third of shoppers say in-store ads influence them to make a purchase decision, 44 percent say they notice such ads, and 75 percent of those who noticed the ads said they are likely to purchase the advertised brand.⁴

Much of the attraction of point-of-purchase media is based on figures from the Point of Purchase Advertising International (POPAI) that states that approximately two-thirds of consumers' purchase decisions are made in the store; some impulse categories demonstrate an 82 percent rate.⁵ Many advertisers are spending more of their dollars where decisions are made now that they can reach consumers at the point of purchase, providing additional product information while reducing their overall marketing efforts.

page 441

Miscellaneous Out of Home Media

As shown in Figure 13–4, there are numerous OOH media available, adding to the pervasiveness of this medium. The next time you are out, take a few

moments to observe how many different forms of outdoor advertising you are exposed to.

FIGURE 13–4

Out of Home Displays

Source: Reprinted with permission of Outdoor Advertising Association of America, 2019

Number of Out of Home Displays (2016)			
Billboards	Street Furniture	Transit	Place-Based
Bulletins	Bus Shelters	Airports	Arena & Stadiums
158,868	49,082	68,560	1,352
Digital Billboards	Urban Furniture, i.e.,	Buses	Cinema
6,700	Bus benches	205,426	34,350
Posters	Newstands	Subway & Rail	Digital Place-Based/Video
165,606 faces	Newstands	184,078 faces	1.25 million screens
Junior Posters	Phone kiosks	Mobile Billboards	Interior Place-Based
33,336 faces	Digital Urban Furniture	1,200	Convenience stores
Walls/Spectaculars	699	Truckside	Health clubs
4,029		2,732 vehicles	Restaurants/bars
		Taxis/Wrapped Vehicles	Exterior Place-Based
		46,194	Airborne
		Digital Transit	Marine
		3,760	Resorts & leisures
			Shopping Malls
			30,532
			Digital Shopping Malls
			120

Transit Advertising

Another form of OOH advertising is **transit advertising**. Transit is targeted at the millions of people who are exposed to commercial transportation facilities, including buses, taxis, commuter trains, trolleys, airplanes, and subways.

Transit advertising has been around for a long time, but recent years have seen a renewed interest in this medium. Due in part to the increased number of women in the work force (they can be reached on their way to work more easily than at home), audience segmentation, and the fact that many people spend more time outside of the home than inside, transit page 442 continues to be a popular medium. McDonald's, Sprint, Frito-

Lay, the United Way, numerous state lotteries, and others like transit's lower costs, frequency of exposures, flexibility, and point-of-sale presence. Kellogg's has found transit to be an effective medium for marketing Nutri-Grain; the California Beef Council found that 42 percent of rail commuters in Northern California saw its beef ads inside terminals in just one month and as a result developed more positive attitudes toward beef.⁶

Types of Transit Advertising There are actually three forms of transit advertising: (1) inside cards, (2) outside posters, and (3) station, platform, or terminal posters.

Inside Cards If you have ever ridden a commuter bus, you have probably noticed the **inside cards** placed above the seats and luggage area advertising restaurants, TV or radio stations, or myriad other products and services. As noted earlier, companies now advertise on digital screens in transit vehicles, which deliver news, video ads, restaurant information, and so forth. The ability to change the message and the visibility provide the advertiser with a more attention-getting medium.

Transit cards can be controversial. For example, in the New York subway system, many of the ads for chewing gum, soup, and Smokey the Bear have given way to public service announcements about AIDS, unwanted pregnancies, rape, and infant mortality. While subway riders may agree that such issues are important, many of them complain that the ads are depressing and intrusive.

Outside Posters Advertisers use various forms of outdoor transit posters to promote products and services. These **outside posters** may appear on the sides, backs, and/or roofs of buses, taxis, trains, and subway and trolley cars. In fact, some of the ads have become so popular that Uber and Lyft drivers have found them to be an excellent source of additional page 443 revenue. Some cities, like Los Angeles, have found them so common and distracting, they are considering legislation to ban them.⁷

The increasing sophistication of this medium is demonstrated by a technology, developed by Vert, Inc. (a division of Clear Channel), that transforms ads on top of taxicabs into real-time animated electronic

billboards. A web server that communicates with a global positioning satellite (GPS) is built into the taxi-top screen. The GPS determines the taxi's location and sends it to the local server, which then delivers the relevant ads for a particular area. A taxi traveling through a Hispanic community can have a message in Spanish, stock quotes could appear in the financial district, and so on. The message can also be changed by time of day—for example, to advertise coffee in the mornings and dinner specials later in the day. The ads appear in color in a format similar to banner ads, at 10 times the brightness of a TV screen (see Exhibit 13–5).

XHIBIT 13–5

Electronic outside posters often appear on taxicabs.

source: Andrew Burton/Getty Images



Station, Platform, and Terminal Posters Floor displays, island showcases, electronic signs, and other forms of advertising that appear in train or subway stations, airline terminals, and the like are all forms of transit advertising. As Exhibit 13–6 shows, **terminal posters** can be [page 444](#) very attractive and attention-getting. Bus shelters often provide the

advertiser with expanded coverage where other outdoor boards may be restricted. Digital signs on subway platforms have become a common sight.

XHIBIT 13–6

Terminal posters can be used to attract attention.

Source: rblfmr/Shutterstock



LO 13-3

Advantages and Disadvantages of OOH advertising OOH advertising offers a number of advantages:

1. *Wide coverage of local markets.* With proper placement, a broad base of exposure is possible in local markets, with both day and night presence. Think about the millions of people exposed to billboards in Times Square!
2. *Frequency.* Because purchase cycles are typically for 30-day periods, consumers are usually exposed a number of times, resulting in high levels of frequency.

- 3. Geographic flexibility.** OOH can be placed along highways, near stores, or on mobile billboards, almost anywhere that laws permit. For local advertisers, outdoor can reach people in specific geographic and/or demographic areas. Local, regional, or even national markets may be covered.
- 4. Creativity.** As shown earlier, OOH ads can be very creative. Large print, colors, and other elements like digital signs attract attention.
- 5. Ability to create awareness.** Because of its impact (and the need for a simple message), OOH can lead to a high level of awareness.
- 6. Efficiency.** OOH usually has a very competitive CPM when compared to other media. The average CPM of OOH is often one-half of radio and far less than that of TV, magazines, and newspapers. Transit is one of the least expensive media in both relative and absolute costs.
- 7. Effectiveness.** OOH advertising can be effective, as demonstrated by the California Beef example. In a study reported by BBDO advertising, 35 percent of consumers surveyed said they had called a phone number they saw on an OOH ad.⁸ A study reported by Mukesh Bhargava and Naveen Donthu showed that OOH advertising can have a significant effect on sales, particularly when combined with a promotion.⁹
- 8. Production capabilities.** Modern technologies have reduced production times for OOH advertising to allow for rapid turnaround time, and digital messages can be changed in minutes.
- 9. Timeliness.** Many outdoor ads appear in or near shopping areas or on or in the vehicles taking customers there, thus resulting in timely exposures.

At the same time, however, there are limitations to outdoor, many of them related to its advantages:

- 1. Waste coverage.** While it is possible to reach very specific audiences, in many cases the purchase of OOH results in a high degree of waste coverage. It is not likely that everyone driving past a billboard is part of the target market.
- 2. Limited message capabilities.** Because of the speed with which most people pass by OOH ads, exposure time is short, so messages are limited to a few words and/or an illustration. Lengthy appeals are not likely to be effective. Some transit forms are not conducive to creative messages.

- 3. Wearout.** Because of the high frequency of exposures, OOH may lead to a quick wearout. People are likely to get tired of seeing the same ad every day.
- 4. Cost.** Because of the decreasing signage available and the higher cost associated with inflatables, outdoor advertising can be expensive in both an absolute and a relative sense.
- 5. Measurement problems.** One of the more difficult problems of OOH advertising lies in the accuracy of measuring reach, frequency, and other effects. (As you will see in the measurement discussion, this problem is currently being addressed, though it has not been resolved.)
- 6. Image problems.** OOH advertising has suffered some image problems as well as some disregard among consumers.

page 445

In sum, OOH advertising has both advantages and disadvantages for marketers. Some of these problems can be avoided with other forms of out of home advertising.

Advantages and Disadvantages of Transit Advertising In addition to sharing some of the advantages and disadvantages of other outdoor media, transit has a few more that are specific to this medium. Advantages of using transit advertising include the following:

- 1. Exposure.** Long length of exposure to an ad is one major advantage of indoor transit forms. The average ride on mass transit is 45 minutes, allowing for plenty of exposure time. As with airline terminals, the audience is essentially a captive one, with nowhere else to go and nothing much to do. As a result, riders are likely to read the ads—more than once. A second form of exposure transit advertising provides is the absolute number of people exposed. About 9 million people ride mass transit every week, and over 10.6 billion rides are taken each year, providing a substantial number of potential viewers.¹⁰
- 2. Frequency.** Because our daily routines are standard, those who ride buses, subways, and the like are exposed to the ads repeatedly. If you rode the same subway to work and back every day, in one month you

would have the opportunity to see the ad 20 to 40 times. The locations of station and shelter signs also afford high frequency of exposure.

3. *Cost.* The CPM for transit advertising is low on a relative cost basis.

Some disadvantages are also associated with transit:

1. *Reach.* While an advantage of transit advertising is the ability to provide exposure to a large number of people, this audience may have certain lifestyles and/or behavioral characteristics that are not true of the target market as a whole. For example, in rural or suburban areas, mass transit is limited or nonexistent, so the medium is not very effective for reaching these people.
2. *Mood of the audience.* Sitting or standing on a crowded subway may not be conducive to reading advertising, let alone experiencing the mood the advertiser would like to create. Controversial ad messages may contribute to this less-than-positive feeling. Likewise, hurrying through an airport may create anxieties that limit the effectiveness of the ads placed there. Except for New York City, ridership is down in all major U.S. cities. Concerns with safety and other factors have led to less ridership.¹¹

Measurement in Out of Home Media

LO 13-4

In 2010 the OAAA announced a new audience measurement system that had been in development for the previous five years. OOH Ratings is considered to be an improvement over the traditional measure of opportunity to see, with a “likely to see” metric that can also provide demographic and ethnographic data. The new data included a combination of eye tracking, circulation, and travel survey data all combined into one rating by a coalition of research companies.¹²

A number of other sources of audience measurement and information are available:

- Competitive Media Reports provides information on expenditures on outdoor media by major advertisers.
- Experian Simmons Market Research Bureau conducts research annually for the Institute of Outdoor Advertising, providing demographic data, exposures, and the like. GfK-Mediamark Research & Intelligence (MRI) provides similar data.
- Point of Purchase Advertising International is a trade organization of point-of-purchase advertisers collecting statistical and other market information on POP advertising.
- The Outdoor Advertising Association of America (OAAA) is the primary trade association of the industry. It assists members with research, creative ideas, and more effective use of the medium and has a website at www.oaa.org. OAAA commissions outside research as well as [page 446](#) its own—for example, the Nielsen Outdoor Advertising Studies.
- Geopath generates standard audience measurements for OOH media, providing The Digital Signage Association provides information specifically related to the digital outdoor marketplace members with demographic-specific impressions, rating points, and reach and frequency measures for over a million pieces of OOH inventory.
- The American Public Transportation Association (APTA) provides ridership statistics, studies, and other transit usage information.

PROMOTIONAL PRODUCTS MARKETING

According to the Promotional Products Association International (PPAI), **promotional products marketing** is “the advertising or promotional medium or method that uses promotional products, such as ad specialties, premiums, business gifts, awards, prizes, or commemoratives.” Promotional products marketing is the more up-to-date name for what used to be called specialty advertising. **Specialty advertising** has now been provided with a new definition:

A medium of advertising, sales promotion, and motivational communication employing imprinted, useful, or decorative products

called advertising specialties, a subset of promotional products.

Unlike premiums, with which they are sometimes confused (called advertising specialties), these articles are always distributed free—recipients don't have to earn the specialty by making a purchase or contribution.¹³

As you can see from these descriptions, specialty advertising is often considered both an advertising and a sales promotion medium. In our discussion, we treat it as a supportive advertising medium in the IMC program.

There are thousands of *advertising specialty* items, including ballpoint pens, coffee mugs, key rings, calendars, T-shirts, and matchbooks. Unconventional specialties such as plant holders, wall plaques, and gloves with the advertiser's name printed on them are also used to promote a company or its product; so are glassware, trophies, awards, and vinyl products. In fact, advertisers spend over \$23.3 billion per year on specialty advertising items (Figure 13–5).¹⁴

If you stop reading for a moment and look around your desk (or bed or beach blanket), you'll probably find some specialty advertising item nearby. It may be the pen you are using, a thumb drive, or even a book cover with the campus bookstore name on it. Specialty items are used for many promotional purposes: to thank a customer for patronage, keep the name of the company in front of consumers, introduce new products, or reinforce the name of an existing company, product, or service. Advertising specialties are often used to support other forms of product promotions.

Advantages and Disadvantages of Promotional Products Marketing

Like any other advertising medium, promotional products marketing offers the marketer both advantages and disadvantages. Advantages include the following:

1. *Selectivity.* Because specialty advertising items are generally distributed directly to target customers, the medium offers a high degree of

selectivity. The communication is distributed to the desired recipient, reducing waste coverage.

- 2. Flexibility.** As the variety of specialty items in Figure 13–5 demonstrates, this medium offers a high degree of flexibility. A message as simple as a logo or as long as is necessary can be distributed through a number of means. Both small and large companies can employ this medium for a variety of objectives limited only by their own creativity.

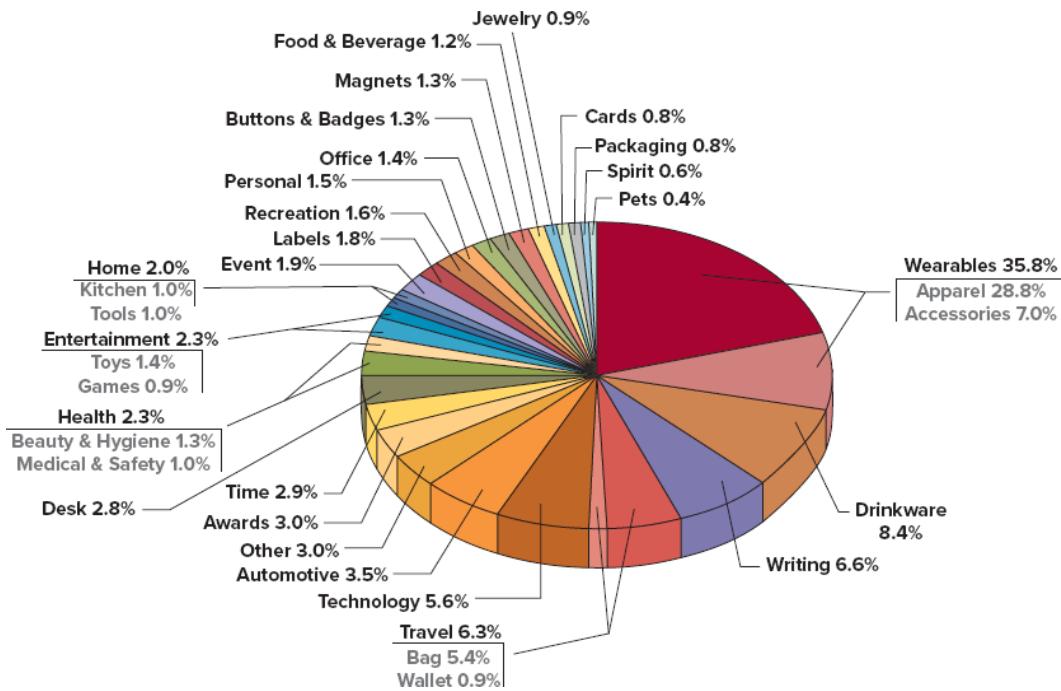
page 447

- 3. Frequency.** Most forms of specialty advertising are designed for retention. Key chains, calendars, and pens remain with the potential customer for a long time, providing repeat exposures to the advertising message at no additional cost.
- 4. Cost.** Some specialty items are rather expensive (for example, leather goods), but most are affordable to almost any size organization. While they are costly on a CPM basis when compared with other media, the high number of repeat exposures drives down the relative cost per exposure of this advertising medium.
- 5. Goodwill.** Promotional products are perhaps the only medium that generates goodwill in the receiver. Because people like to receive gifts and many of the products are functional (key chains, calendars, etc.), consumers are grateful to receive them. The products also lead to a favorable impression of the advertiser.
- 6. High recall.** Specialties lead to high recall of both the advertisers' name and message.
- 7. Supplementing other media.** A major advantage of promotional products marketing is its ability to supplement other media. Because of its low cost and repeat exposures, the simplest message can reinforce the appeal or information provided through other forms.

FIGURE 13–5

2017 Sales by Product Category

Source: Promotional Products Association International, 2019



Promotional products have also been used to support trade shows, motivate dealers, recognize employees, and promote consumer and sales force contests.

Disadvantages of promotional products marketing include the following:

- 1. Image.** While most forms of specialty advertising are received as friendly reminders of the store or company name, the firm must be careful choosing the specialty item. The company image may be cheapened by a chintzy or poorly designed advertising form.
- 2. Saturation.** With so many organizations now using this advertising medium, the marketplace may become saturated. While you can always use another ballpoint pen or scratch pad, the value to the receiver declines if replacement is too easy, and the likelihood that you will retain the item or even notice the message is reduced. The more unusual the specialty, the more value it is likely to have to the receiver.
- 3. Lead time.** The lead time required to put together a promotional products message is significantly longer than that for most other media.
- 4. Reach.** Use of other media—such as television—leads to greater reach.

Even with its disadvantages, promotional products marketing can be an effective medium.

Measurement in Promotional Products Marketing

Owing to the nature of the industry, specialty advertising has no established ongoing audience measurement system. Research has been conducted in an attempt to determine the impact of this medium, leading to the following results:

- 70 percent report having received a promotional product in the last 12 months.
- 88 percent recalled the advertiser's name.
- 83 percent say they like receiving promotional products.
- 38 percent say it is a constant reminder of the advertiser.
- 53 percent of those using the promotion used it once a week.
- 71 percent generally keep it.¹⁵

In a study conducted at Georgia Southern University, it was shown that promotional products had a positive impact on brand image, leading to a more positive perception of the business and a higher likelihood of recommending the business.¹⁶ In addition, another study showed that by adding promotional products to an integrated media mix, brand impressions and purchase intent could be increased.¹⁷

The Promotional Products Association International (www.ppa.org) is the trade organization of the field. The PPAI helps marketers develop and use specialty advertising forms. It also provides promotional and public relations support for specialty advertising and disseminates statistical and educational information.

OTHER TRADITIONAL SUPPORT MEDIA

There are numerous other traditional ways to promote products. Some are reviewed here.

Advertising in Movie Theaters

Another method of delivering a message that is increasing quickly (to the dismay of many) is the use of movie theaters to promote products and/or services. Commercials shown before the film and previews, with both local and national sponsorships, are now regularly shown in movie theaters. In addition, ads in theater lobbies, at kiosks, and on popcorn tubs and drink cups are used. Automotive, food, and package-goods companies and regional and local companies are just some of the product categories that find this medium attractive. The growth rate of the number of theaters showing a commercial before the movie has increased steadily since the 1980s. Movie theater ad sales exceeded \$781 million in 2018.¹⁸

Consumer reaction to ads in movie theaters is mixed. A number of earlier studies have shown that most people think these ads are annoying or very annoying, although now people may be becoming more used to them. The Cinema Advertising Council (CAC) reported that 63 percent of moviegoers say they do not mind ads before the movie starts.¹⁹ Another CAC study indicated that 72 percent of moviegoers who recalled an ad in cinema had not seen the ad on TV. Of those who had seen both TV and cinema ads, 32 percent prefer the cinema ad.²⁰ On the other hand, many consumers complain that having paid for a ticket, they shouldn't have to sit through ads and/or commercials.

page 449

Nevertheless, a number of products and brands have used this advertising medium, including Allstate, BMW, Cadillac, Kmart, Old Navy, and Taco Bell, among others (Exhibit 13–7). Numerous brands have developed commercials specifically for the purpose of being shown before movies. In addition, a research study commissioned by one in-theater advertising broker

showed that the ads were three times more likely to be remembered than TV ads.²¹

XHIBIT 13–7

An M&M's bus driver asks moviegoers to silence their cell phones during this movie trailer ad that ends with the tagline: “movies are better with M.”

Source: M&M's by Mars, Inc. and BBDO, New York



Advantages of Movie Theater Advertising Movies provide a number of advantages to advertisers, including the following:

1. *Exposure.* While the number of people attending movies declined slightly in 2015 the audience continues to be substantial. Ticket sales in 2018 were over \$11.8 billion per year.²²
2. *Emotional attachment.* One report found that 41.5 percent of moviegoers say they become emotionally attached to cinema ads and brands—more than to the ads on the broadcasts of the *Super Bowl*, *Summer Olympics*, *World Series*, or the *Oscars*.²³ One neuromarketing research study showed movie-ad viewers to be much more engaged than those watching TV spots.²⁴
3. *Cost.* The cost of advertising in a theater varies from one setting to the next. However, it is low in terms of both absolute and relative costs per exposure.

- 4. Attention.** Movie watchers pay attention to the ads shown in theaters. Research indicates that cinema ads reach many consumers who say they are usually ad avoiders. These consumers are 157 percent more likely to see an ad in a movie than in any other medium.²⁵
- 5. Clutter.** Lack of clutter is another advantage offered by advertising in movie theaters. Most theaters limit the number of ads.
- 6. Proximity.** Since many theaters are located in or adjacent to shopping malls, potential customers are “right next door.” (Of moviegoers, 74 percent combine the activity with dining out.²⁶)
- 7. Segmentation.** A key advantage of movie advertising is the ability to target specific demographic segments. The profile of the moviegoer is above-average in education and affluence. The movie titles and ratings enable advertisements to reach specific groups.
- 8. Quality.** The high-quality production including sight and sound allow more creative and attention-getting ads.
- 9. Integration.** Those who download movies online are actually more likely to attend a movie than is the typical adult.²⁷

page 450

Disadvantages of Movie Theater Advertising Some of the disadvantages associated with movie theaters as advertising media follow:

- 1. Irritation.** Perhaps the major disadvantage is that many people do not wish to see advertising in these media. A number of studies suggest these ads may create a high degree of annoyance. If true, this dissatisfaction may carry over to the product itself, to the movies, or to the theaters.
- 2. Cost.** While the cost of advertising in local theaters has been cited as an advantage because of the low rates charged, ads exposed nationally are often as much as 20 percent higher than an equal exposure on television. CPMs also tend to be higher than in other media.

While viewers seemingly either like or dislike cinema ads, it seems they are here to stay as attendance set records in 2018.²⁸

NONTRADITIONAL SUPPORT MEDIA

Branded Entertainment

LO 13-5

As noted in the lead-in to this chapter, one of the major changes (along with the growth of social and mobile media) that has occurred in the area of integrated marketing communications over the past few years is the enormous growth associated with **branded entertainment**. Branded entertainment is a form of advertising that blends marketing and entertainment through television, film, music talent, and technology. Essentially, the goal is to use entertainment media to gain consumers' attention and exposure to products and/or brands. It is extremely difficult to place a dollar amount on branded entertainment, but there is no doubt that its use continues to increase yearly.

Let's take a look at the ways companies use branded entertainment. Simon Hudson, Endowed Chair in Tourism and Hospitality at the University of South Carolina, suggests that there is a subtle difference between product placements and branded entertainment that many overlook, and the two should be considered at opposite ends of a continuum.²⁹ On one end of the continuum are product placements, which Hudson describes as only a visual or verbal passive placement of the brand, with no integration into the program, movie, and so on. At the other end is branded entertainment, in which the brand is woven into the story line at a much higher level of integration. At the same time, the effectiveness of the strategy chosen (placement vs. branded entertainment) will be impacted by the media used, the brand characteristics, consumer attitudes toward brand placements, and other factors, including regulations.

Product Placements While **product placements** account for only a small portion of major advertisers' budgets, the use of this medium has increased tremendously in recent years and is likely to continue to do so. Just

a little over a decade ago, the majority of product placements were free or not offered in exchange for products or services. Estimates are that in 2012 paid product placement spending in the United States reached \$4.75 billion —by 2019, it was \$11.44 billion.³⁰ It should be noted, however, that it is difficult to assess the accuracy of these figures, as many product placements are free or provided in exchange for trade. At one time, product placement agencies contended that as much as 70 percent to 95 percent of their placements were for trade;³¹ an in-depth study of the product placement industry by Russell and Belch supported this contention.³² Industry analysts expect this trend to continue as placements move from traditional media to alternative media, providing additional communication outlets, and as people continue to attempt to avoid ads and marketers continue to look for more ways to get their products in front of you without actually advertising. Placements have caught on in Europe; the UK has now approved product placements on television, although they impose more restrictions than in the United States.³³

page 451

Interestingly, product placement is not a new phenomenon; placements are known to have existed as early as the 1930s and were commonly employed via soap operas in the 1950s. However, it was not until the turn of the century that the number of placements skyrocketed. Today, product placements are used to gain exposure by numerous companies large and small and are a very important part of the IMC strategy for companies like Apple, Nike, BMW, GM, and KFC, among others. Much of the logic behind product placement is that since the placement is embedded in the script or program setting, it cannot be avoided, thereby increasing exposure. Given the lack of intrusiveness of the placement, consumers may not have the same negative reactions to it as they may have to a commercial. Further, research has demonstrated that association with a program or movie—or particularly with a celebrity—may enhance the image of the product and, in some instances, lead to increased engagement and sales.³⁴

Given the intense growth in the number of product placements, some marketers are concerned that placements may be becoming too common. It is

rare to watch a movie or TV show without being exposed to one or more placements. Given the obvious attempt to gain exposure in many of these, placements may be becoming more obvious; consumers may perceive them more like ads and, as a result, they may have less impact on the viewer. Some industry watchdogs have called for more regulation of placements, contending that they blur the lines between advertising and programming and therefore may be deceptive. The FCC is currently considering this possibility.

At this time, however, product placements continue to increase in number. As noted earlier, some films have included over 60 placements in less than a two-hour movie. In addition, placements are appearing in media and situations never before imagined, including music videos, video games, and books. Subway, Coca-Cola, and even President Obama (when running for president) have used product placements in video games, while Oreos, Hershey Kisses, and Netflix have received plugs in books. Some of these were paid placements; others were not.

Product Integration A more involved form of product placements actually leads to the placement being integrated throughout the program content and/or script. In **product integration** the product is woven throughout the program or becomes the program itself. Like product placements, product integrations are on the increase as the networks continue to search for new program content, and the proliferation of cable media channels affords marketers with numerous integration opportunities. For example, on an episode of *Modern Family*, much of the show was devoted to the family's bumbling of the father's request for an Apple iPad for his birthday and their frantic efforts to find one.

When the family actually obtained one, the program ended with the father sitting on the couch with the iPad in his lap, enjoying the product.³⁵ In another instance, In the movie *Avengers*, 20 minutes of the action takes place in downtown Seoul, Korea, thanks to a contribution from the city of \$3.6 million for production costs.³⁶ Under Armour collaborated with 20th Century Fox on production of the movie *The Martian* and created a microsite around star Matt Damon's training regimen. A full broadcast of The Tonight Show Starring Jimmy Fallon was done on Samsung Galaxy S10 cell phones. The

phone was used to film Jimmy Fallon and his guests at various New York locations in “an attempt to break through the noise and get people to engage in a way that best communicates the benefits of your products,” said Patricio Paucar, Samsung’s VP of marketing. Apparently, the collaboration was a part of a larger advertising deal between Samsung and NBC Universal.³⁷ Exhibit 13–8 shows how Lexus was integrated into the movie Black Panther.

XHIBIT 13–8

Black Panther included a product integration with Lexus.

source: Walt Disney Studios Motion Pictures/Photofest



Advertainment The creation of video and/or music content by an advertiser in an attempt to entertain viewers while advertising their products is known as **advertainment**. For example, Beyoncé’s viral “I Was Here” music video designed to promote World Humanitarian Day was created by Droga5—an agency specializing in the creation of advertainment. The same agency created *Follow Phoenix* to promote Spotify’s feature that allows users to follow musicians on their service with the click of a button. [page 452](#)

The 18-minute documentary, which lived on YouTube's homepage for a day, followed the band *Phoenix* for 24 hours in segments in an attempt to get more subscribers to Spotify. Perhaps the most classic piece of advertainment was the Red Bull–sponsored Stratos space jump (Exhibit 13–9). The live stream of skydiver Felix Baumgartner jumping from 127,900 feet and landing on his feet while breaking the record for the world's highest free fall was viewed live by 7.1 million viewers. That was way back in 2012!

XHIBIT 13–9

Red Bull sponsored the Stratos space jump.

Source: Jay Nemeth/ZUMA Press/Newscom



Another form of advertainment is that of **advergames**. A number of companies including Chipotle and Burger King have developed online games designed to promote their products through electronic games. These games are designed to advertise products, brands, or organizations across social media, company websites, and mobile apps. For example, the Chipotle game called *Food With Integrity* guided players through 4 worlds and 20 levels. Those who made it through were rewarded with a “buy one, get one free” offer at Chipotle restaurants. The game led to 6.5 million users on YouTube in two weeks and a sales spike. On the flip side, the game (as well as those from other companies) has come under attack from some watchdog groups such as the Berkeley Studies Media Group and Bath University’s Institute for Policy Research, among others, for being deceptive because those who played the games were not aware it was an advertisement.³⁸ Numerous other companies have created advergames with the purpose of getting potential consumers involved with their brand.

Content Sponsorship Rather than developing their own content, some advertisers agree to sponsor specific programs, receiving product placements, integration, and promotions in return. HGTV offers sponsorships to companies built around remodeling, gardening, home decorating, and more. Heineken has collaborated with the FIFA, and Rolex with the ATP World Tennis Tour. North Face had a significant content sponsorship in the Masters of Snowboarding webcast, and The Food Network and Travel Channel offer a variety of sponsorship opportunities. Turner Broadcasting offers content sponsorship opportunities on the Cartoon Network and Boomerang as well as some of its other channels. Content sponsorships are also common on the Internet; Calvin Klein and *Vanity Fair* and One a Day and *Eating Well* are just two examples of collaborations.

page 453

Ad-Supported Video on Demand (VOD) VODs are specialized content programs offered online and by some cable TV networks that are developed by advertisers and provided to the cable operators for free. For example, General Motors produced a short feature on the history of the

Corvette to be shown on CNN through Time Warner and Comcast's VOD channels. MTV launched a series called *How to Show* in which musicians, athletes, and celebrities offer the “tricks of their trades” (the U.S. Air Force was the first advertiser). A number of TV shows have been made available as well; the San Diego Zoo provides a video tour to San Diego cable subscribers. Roku and Dish's Sling TV have some of the most robust VOD offerings, while Walmart is now offering original programming, as is Amazon. Ad spending was expected to be \$2 billion by the end of 2018.³⁹ A study conducted by IPSOS showed that running VOD ads in conjunction with regular TV advertising (versus just TV ads alone) could result in higher ad recall, purchase intent, and likelihood of talking about the brand with family and friends, as well as searching for the brand online and visiting the brand's website, than did TV ads alone.⁴⁰

Others While other forms of branded entertainment continue to develop through wireless, mobile, and “branded locations,” space does not allow us to discuss each in detail. Suffice it to say that the use of branded entertainment continues to increase and will continue to do so as more and more technological innovations provide opportunities.

Advantages of Branded Entertainment A number of advantages of branded entertainment have been suggested:

1. *Exposure.* In regard to product placements, a large number of people see movies each year (close to 2 billion admissions per year). The average film is estimated to have a life span of three and one-half years (with 75 million exposures), and most moviegoers are very attentive audience members. When this is combined with the home video market and network and cable TV (including HBO, Showtime, and the Movie Channel), the potential exposure for a product placed in a movie and on television is enormous. And this form of exposure is not subject to zapping, at least not in the theater. High exposure numbers are also offered for TV placements, based on the ratings and the possibility to direct the ad to a defined target market.
2. *Frequency.* Depending on how the product is used in the movie (or program), there may be ample opportunity for repeated exposures (many,

for those who like to watch a program or movie more than once). For example, if you are a regular watcher of the programs containing placements and/or integrations, you will be exposed to the products placed therein a number of times. Syndication will result in additional exposures.

3. *Support for other media.* Branded entertainment supports other promotional tools. A trend is to have the client that is placing the product cross-promote the product and movie tie-in in multiple media venues. As noted, the tie-ins reinforce and are reinforced by ads and commercials. It is now very common for advertisers to tie in to movies.
4. *Source association.* In Chapter 6 we discussed the advantages of source identification. When consumers see their favorite TV celebrities or movie stars using certain brands, the association may lead to a favorable product image or even to sales. In one study of 524 8- to 14-year-olds, 75 percent stated that they notice when brands are placed on their favorite shows, and 72 percent said that seeing a favorite character using a brand makes them want to purchase that brand.⁴¹ Another study among adults showed that one-third of viewers said they try a product after seeing it on a TV show or movie.⁴²
5. *Cost.* While the cost of branded entertainment may range from page 454 free samples to hundreds of thousands of dollars, the latter is an extreme. The CPM for this form of advertising can be very low, owing to the high volume of exposures it generates. For many products, like the Apple iPad in the *Modern Family* episode, the placements may be free because they save the TV or movie producers the expense of having to pay for the cost of the products.
6. *Recall.* A number of firms have measured the impact of product placements on next-day recall. Results ranged, but most show recall is higher than for TV commercials.
7. *Bypassing regulations.* In the United States as well as many foreign countries, some products are not permitted to advertise on television or to specific market segments. Product placements and integrations have allowed the cigarette and liquor industries to have their products exposed, circumventing these restrictions. For example, in the popular cable TV show *Jersey Shore*, in one scene a sack of Marlboro cigarettes

washed up onto the beach, raising the specter of a placement. Philip Morris disclaimed any involvement.⁴³ Recently there have been attempts to control the bypassing of regulations. The Marin Institute, an alcohol industry watchdog group, filed suit against Budweiser for its tie-ins to the movie *The Wedding Crashers*, arguing that the movie encouraged underage drinking. Spirits manufacturers Diageo, Bacardi USA, and Brown-Forman have also been named in lawsuits for similar reasons.⁴⁴

8. Other companies have been accused of advertising junk foods to kids through placements, and—as noted—through video games.⁴⁵
9. *Acceptance.* Studies have shown that viewers are accepting of product placements and in general evaluate them positively, though some products (alcohol, guns, cigarettes) are perceived as less acceptable. Other studies report similar results, with one showing that as many as 80 percent of consumers say they have a positive attitude toward placements.⁴⁶ In a study conducted with tweens, 43 percent said they found placements to be funny, 39 percent found them to be informative, and 35 percent found them entertaining and interesting.⁴⁷ A study by *eMarketer* reported similar results.⁴⁸
10. *Targeting.* Content sponsorships and VOD may effectively reach potential customers with a strong interest in the subject matter (for example, fashion, football, biking).

Disadvantages of Branded Entertainment Some disadvantages are also associated with branded entertainment:

1. *High absolute cost.* While the CPM may be very low for various forms of branded entertainment, the absolute costs may be very high, pricing some advertisers out of the market. The increased demand for branded entertainment, coupled with the rising emphasis by the studios on cross-promotions, drives costs up considerably. A study conducted by the National Association of Advertisers indicated that 79 percent of advertisers believe that the costs of branded entertainment deals are too high.⁴⁹ Some companies have ceased using this form of promotion, citing the rising costs.
2. *Time of exposure.* The way some products are exposed to the audience has an impact, but there is no guarantee viewers will notice the product.

Some product placements are more conspicuous than others. When the product is not featured prominently, the advertiser runs the risk of not being seen (although, of course, the same risk is present in all forms of media advertising).

3. *Limited appeal.* The appeal that can be made in some of these media forms is limited. There is no potential for discussing product benefits or providing detailed information. Rather, appeals are limited to source association, use, and enjoyment. The endorsement of the product is indirect, and the flexibility for product demonstration is subject to its use in the medium.
4. *Lack of control.* In many movies, the advertiser has no say over [page 455](#) when and how often the product will be shown. Many companies have found that their placements in movies did not work as well as expected. Fabergé developed an entire Christmas campaign around its Brut cologne and its movie placement, only to find the movie was delayed until February. Others have had their placements cut from the script.
5. *Public reaction.* Many TV viewers and moviegoers are incensed at the idea of placing ads in programs or movies. These viewers want to maintain the barrier between program content and commercials. If the placement is too intrusive, they may develop negative attitudes toward the brand. The increased use of placements and integrations has led many consumers to be annoyed by what they consider to be crass commercialization. The FTC has explored options for limiting placements without consumer notification, though they have not sought increased regulation to date. Still others are upset about programs such as *Undercover Boss* in which a CEO goes undercover in his or her own company to see how his employees work. Critics contend that these shows are nothing more than public relations disguised as programming.
6. *Competition.* The appeal of branded entertainment has led to increased competition to get one's product placed or integrated, increasing demand and costs. As noted, the number of product placements seems to be expanding exponentially.
7. *Negative placements.* Some products may appear in movie scenes that are disliked by the audience or create a less-than-favorable mood or reflect poorly on the brand. For example, in the movie *Missing*, a very

good, loyal father takes comfort in a bottle of Coke; elsewhere in the movie, a Pepsi machine appears in a stadium where torturing and murders take place—not a good placement for Pepsi. Emerson—the manufacturer of the garbage disposal brand In-Sink-Erator—sued NBC for showing a cheerleader getting her hand mangled in the program *Heroes*. NBC never received permission from Emerson to show the brand.

8. *Clutter*: The rapid growth of branded entertainment tie-ins has led to an overwhelming number of placements and integrations, as noted previously. Like other forms of advertising, too many placements and integrations will eventually lead to clutter and loss of effectiveness.

Measurement in Branded Entertainment With the rapid growth in branded entertainment have come a number of research studies and companies attempting to monitor and measure the impact of this media form. At this time, there is no one accepted standard used by advertisers or industry members.⁵⁰ However, a number of high-profile companies now offer services in this area, including those listed below.

- *Nielsen Media Research*. The TV ratings company currently tracks product placements on network television. The company has plans to track cable programs in the near future.
- *Brandchannel Product Placement Watch*. While not specifically a measurement company, brandchannel provides up-to-date information as to what is currently going on in the branded entertainment industry, including the annual Brandcameo Product Placement Awards.
- *Rentrak*. The branded entertainment measurement service and product integration valuation company iTVX have combined efforts to measure Results-Oriented-Integration. The method values the quality of each hundredth of a second of an integration, and then translates them into a Product Placement/Commercial Cost Ratio to value the integration by comparing it to the value of a commercial.

Guerrilla Marketing

In addition to branded entertainment, another nontraditional way that advertisers are now attempting to reach consumers is referred to by a variety of names, including guerrilla marketing, stealth, street, buzz, [page 456](#) ambush, or viral marketing. Whatever it is called, there seems to be no end in sight to where advertisers will attempt to reach you. While previously targeted primarily to college students and others of the same age group, these efforts have now been expanded to reach additional audiences as well. Guerrilla marketers have benefited by technology in that they can be even more creative, as well as the fact that cell phones now have cameras, and through social media viewers can send pictures to others instantly.

A variety of well-known companies have used guerrilla tactics. Target rented an entire hotel during Fashion Week in New York, throwing open the curtains of exterior room windows to reveal 66 dancers clad in Day-Glo skeleton suits to catch the attention of eventgoers. Panasonic built a 9-foot-tall pigeon to promote the launch of a new camera, and Amnesty International painted hands on a manhole grate to make it appear someone was jailed underneath.

Some marketers wonder if the guerrilla tactics are being taken too far. To promote the movie *Dead Man Down*, a viral agency tagged a scene with two men fighting on the floor of an elevator to the shock and chagrin of unsuspecting onlookers. In another, the floor seemingly falls out of an elevator while riders are in it (of course, there was a glass bottom). To promote Carlsberg beer, an unsuspecting man is aroused from his sleep by a friend who says he is desperate for money and asks him to bring \$400 to a seedy bar. When the friend delivers, everyone raises a glass to salute friendship while it is all being caught on tape.

The stunts often go viral, but they are often very expensive to produce, risky, and sometimes even dangerous. Robert Thompson, a professor of popular culture at Syracuse University, thinks that the pranks may have gone “over the top.”⁵¹ Many others agree.

Miscellaneous Other Media

The variety of options for placing ads appears endless. Obviously, we have reported on only a few of these. Chapter 15 will discuss a few more, specifically online vehicles. Before leaving this chapter, however, we would like to mention a few of the faster-growing and more widely used options.

- *Parking lot ads.* An out of home medium showing increased growth is that of parking lot signage. From signs on cart docks to painting the walls of indoor parking garages, more companies are finding this medium attractive—particularly for point-of-purchase items. The ads reach a variety of demographics, depending on where they are placed. PepsiCo is just one of a number of companies employing this medium.
- *Gas station pump ads.* Screens appearing on gas pumps now reach you while you are pumping gas. What else do you have to do?
- *Place-based media.* The idea of bringing the advertising medium to the consumers wherever they may be underlies the strategy behind place-based media. TV monitors and magazine racks have appeared in classrooms, doctors' offices, and health clubs, among a variety of other locations. Many advertisers, particularly pharmaceutical companies, have found place-based media an effective way to reach their markets. McDonald's now has a McDonald's TV Channel in its stores. Nielsen, Experian/Simmons, GfK MRI, and others all provide audience reports. A study conducted by Millward Brown regarding customers' reactions to video ads at checkout counters in grocery stores indicated that over 70 percent of customers said they would watch the screen while in the checkout lines, 78 percent said the screens caught their attention, and 85 percent said the screens were entertaining and pleasant to watch.⁵²
- *Others.* Just a few other examples of the use of support media: Coca-Cola installed 1,000 feet of light boxes in the Atlanta subway to show motion picture ads for Dasani; Muzak, a provider of background music, teamed with Tyme ATMs to broadcast ads at bank ATM sites; ads now appear on luggage conveyors at some airports, on MetroCards, on hubcaps, in elevators, on bowling balls, bike wheels, in page 457 people's homes, and on fruit. People are even allowing ads to be placed on their bodies, including their heads, necks, and thighs. A store in Kentucky offers a 20 percent discount to shoppers with the store's name tattooed in a visible location on the body, while the New

Zealand Tourism Bureau uses its head (Exhibit 13–10). There are many other examples, as is demonstrated in Exhibit 13–11 (at least he earned something from the fight!).

XHIBIT 13–10

Advertising on people's bodies is becoming more common.

Source: Marmaduke St. John/Alamy Stock Photo



XHIBIT 13–11

Ads often appear in the strangest places.

Source: ADAM BUTLER/Associated Press



Advantages and Disadvantages of Miscellaneous Alternative Media

Advantages of alternative media include the following:

- *Awareness and attention.* Perhaps the major advantage of these tactics is their ability to attract attention. Given their novelty and the nontraditional locations in which they appear, they are likely to create awareness and gain attention.
- *Cost-efficiencies.* Because of the nontraditional nature of alternative media, many advertisers are using media not previously used for advertising, or that, in general, do not require high expenditures. As such, the absolute and relative costs are not yet that high.
- *Targeting.* Depending on the tactic used, the campaign can be very targeted. It can be exposed only to a specific event, location, age, or interest group.

Disadvantages of alternative media include the following:

- *Irritation.* Unless the advertiser is careful, advertising placed in the wrong medium may have a negative impact, resulting in irritation, negative attitudes toward the advertiser, or even opportunities for the competitor. When Microsoft logos were painted on sidewalks, the city

and consumers were not impressed and Microsoft was fined. One of its competitors gained significant public relations benefits when the company announced it would be happy to remove the paintings. The City of New York was not very happy with Snapple when the company's giant Popsicle started to melt and created a flood in Union Square.

- *Wearout*. For now, many of these campaigns are novel and unique and are attracting consumer interest. As the number of efforts increases, however, there is the potential to lose the uniqueness associated with them.

page 458

Summary —

This chapter introduced you to the vast number of support media available to marketers. These media, also referred to as nontraditional or alternative media, are just a few of the many ways advertisers attempt to reach their target markets. We have barely scratched the surface here. Support media include out of home advertising (outdoor, in-store, and transit), promotional products, and movie theater advertising, among many others. The fastest-growing area is that of branded entertainment, including product placements, product integrations, and others.

Support media offer a variety of advantages. Cost, ability to reach the target market, and flexibility are just a few of those cited in this chapter. In addition, many of the media discussed here have effectively demonstrated the power of their specific medium to get results.

But each of these support media has disadvantages. Perhaps the major weakness with most is the lack of audience measurement and verification. Unlike many of the media discussed earlier in this text, most nontraditional media do not provide audience measurement figures. So the advertiser is forced to make decisions without hard data or based on information provided by the media.

As the number and variety of support media continue to grow, it is likely the major weaknesses will be overcome. When that occurs, these media may

no longer be considered nontraditional or alternative.

Key Terms

support media 436
alternative media 436
below-the-line media 436
nonmeasured media 436
nontraditional media 436
out of home (OOH) advertising 436
digital out of home media 438
aerial advertising 439
mobile billboard 439
in-store media 440
transit advertising 441
inside cards 442
outside posters 442
terminal posters 444
promotional products marketing 446
specialty advertising 446
branded entertainment 450
product placements 450
product integration 451
advertainment 451
advergames 452

Discussion Questions

1. Due to the variety of support media types, it is very difficult to provide a measure of effectiveness of these media as a whole. Discuss some of the various measures used to attempt to measure the effectiveness of various types of support media. Are these measures useful to marketers? (LO 13-5)

2. The lead-in to this chapter discussed a number of new ways that marketers are trying to reach consumers. While some consider these media to be innovative, others are concerned that they may be an intrusion on consumers' privacy. What do you think? Should these methods be considered unethical? (LO 13-1)

3. The proliferation of places where ads now appear seems endless. From manhole covers to people's bodies, it seems like there is nowhere you can go without seeing an ad. Discuss some of the unusual places you have seen ads recently. Do you think this trend is likely to continue? Explain why or why not. (LO 13-3)

4. Advances in technology have allowed for the innovations that were discussed in the opening of this chapter as well as in the digital perspective. From billboards that track you on the highway to your digital home assistant, which may be tracking your conversations, it seems that our privacy is being infringed upon more and more. While some consumers do not care, others are outraged at what they consider to be an intrusion. Explain why this may be the case and give arguments on both sides. (LO 13-4)

5. When commercials first appeared in movie theaters, many movie goers were outraged. Now one expects to see numerous commercials before the movie starts, with seemingly little pushback. Do you think commercials before the movie should be allowed? Why or why not? (LO 13-1)

6. Discuss some recent examples of product placements and/or integrations. Describe the context in which they were used, and how they intended to reach their target markets. Explain where these placements and/or integrations would fit on Hudson's branded entertainment continuum. (LO 13-4)

7. Place-based advertising has continued to expand to a variety of locations. Discuss some of the advantages and disadvantages of this medium. (LO 13-3)

8. The Yellow Pages, once a staple in one's home, has all but ceased to exist. Explain why the Yellow Pages are barely surviving, and why those page 459 that still exist continue to do so. Will the Yellow Pages soon cease to exist? (LO 13-1)

9. Discuss some of the advantages and disadvantages of branded entertainment and give examples of good and bad uses of this medium. (LO 13-4)

10. There are some who predict that traditional outdoor ads like billboards may soon cease to exist, in part due to the rapid growth of digital signage. Take a position in support of or opposition to this prediction, supporting your argument with examples. (LO 13-1)



connect[®]

Available only through your Connect course, help make key advertising and IMC concepts more meaningful and applicable:

- SmartBook 2.0
- Connect exercises, which may include: click-draggs, video cases, and case analyses.