



**MASS MEDIA
IS LOSING
ITS MASS**

**MEDIA FRAGMENTATION
IS ACCELERATING.**

**ITS MORE IMPORTANT THAN
EVER TO ADVERTISE DIRECTLY
TO A TARGETED AUDIENCE
ON MEDIA THAT REACHES
AND APPEALS TO THEM
INDIVIDUALLY.**

MEDIA FOR ADVERTISING

WHAT KINDS OF MEDIA ARE USED FOR ADVERTISING?

You have to see an ad 7 to 10 times for it to be remembered

PRINT

Newspapers
Magazines
Posters
Billboards
Brochures
Mailers
Flyers
Catalogs
Packaging
Labels
Banners
Menus

ELECTRONIC

TV
Web
Cookies
Web site ad
Billboards
Banners
Video
Internet
Text Ads

MULTIMEDIA

Film
Video
Animation
Virtual
Camcasts
Cell phones
Kiosks

BROADCAST

Radio
I-pods

SPECIAL EFFECTS

P.O.Ps
Displays
Stamping
T-shirts
Door hangers
Publicity Stunts
Other

MEDIA FOR ADVERTISING

PRINT ADS - NEWSPAPERS - Still a part of one's life

ATTRIBUTES: Authoritative, dependable and news in depth

Localized - can report and advertise local events and sales

Flexible - can shift from “hot” news to personal (weddings/deaths)

A constant, daily or weekly publication that can be relied on

Can saturate local community - regional and neighborhood sections

Cheap subscription or even free (paid for by advertising)

Can supply inserts, flyers, local “magazines” (tabloids), special features

Most are aligned with on-line sites for news with links to ads

ADVERTISING in Newspapers:

Types of ads: National, Standard, Remnants (fillers), Inserts, Non-profit

Has different sizes for affordability - b/w to full color

Short closing dates - quick substitution

Can be placed adjacent to relevant editorial content

Can have more information than national ads - dates/addresses/coupons

Can align to web-site advertising

Can be laid out by the newspaper or by the client

check out: Santa Barbara Newspress, Santa Barbara Free (Daily Sound), NY Times, Washington Post web sites

PRINT ADS - MAGAZINES - Smaller and more Specialized

ATTRIBUTES:

Designed for a target audience who buys or subscribes (majority)

Types: Specialized - News, Crafts, Sports, Life Style, Arts, Business etc.

Trade - Farm, Manufacturing, Design, Architecture, Crafts

From Organizations, clubs, companies, airlines, travel, etc.

Number of consumer magazines have increased - most have web sites

Reading a magazine is a positive experience - relaxing, educational

Extended life - one magazine is read on the average by 5.4 people

ADVERTISING in Magazines:

b/w to full color - 1/2 page to 2/4 page spreads

50/50 editorial to advertising content

Rates change seasonally - Christmas season more expensive for ads

Many consumers enjoy & trust magazine ads and seek them out

Magazine ads are targeted to a demographically understood reader

Magazine ads lead readers to web sites - to order & to learn more

Recall of an ad depends on the color, typography, layout and position

Design challenge: Don't make ad look like others

MEDIA FOR ADVERTISING

PRINT ADS - POSTERS/BILLBOARDS - Art, Headline, Message

ATTRIBUTES:

A successful poster has an impact that is immediate and unmistakable

A poster is both art and a powerful message - Succinct and dynamic

Posters are large format to be hung on signs, walls, or transportation

No placement control - poster must compete with other graphic elements

Must be simple enough to be read and understood within 7 seconds

Posters can be seen many times & places to targeted audiences

ADVERTISING:

Can include powerful images & illustrations

Can't include many details - head/art/logo only

Should be part of a campaign to be effective



MEDIA FOR ADVERTISING

PRINT ADS - DIRECT MAIL

Brochures, Flyers, Postcards, Catalogs

ATTRIBUTES:

Mailed directly to targeted consumer

Is selective - demographically and geographically

Can be individually personalized

It has a staying power

Is often hung up or filed

Shared with others

Used for reference

Can be 1 piece or many parts - sequential

Can be interactive - coupons, order forms

Printed inks, papers, textures and images can create a positive quality response

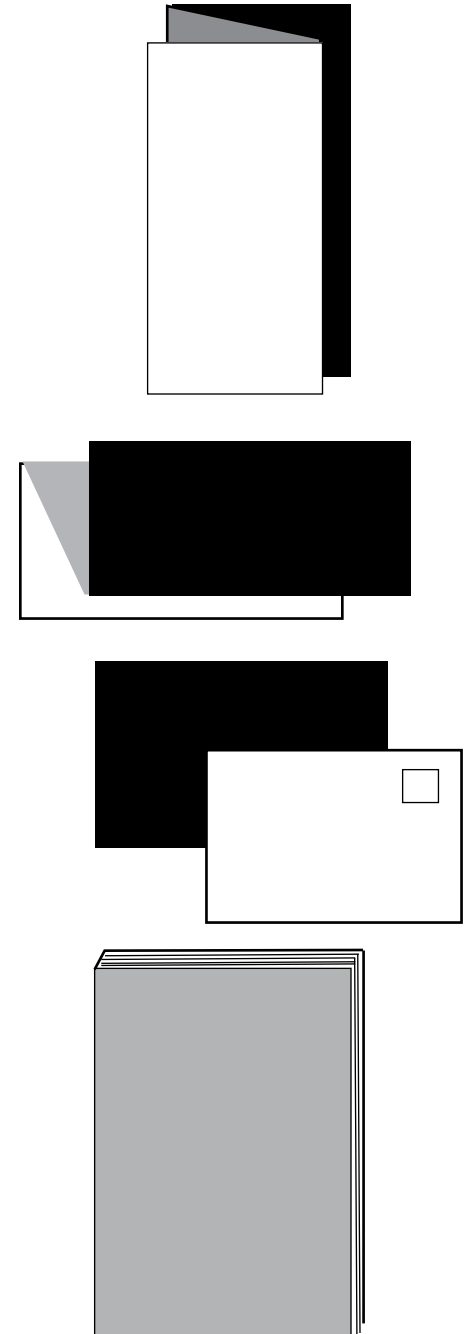
Can have unique sizes, folds and pages

CHALLENGES:

Might be thrown away as “junk”

Very expensive to produce, mail, and change

Takes time to get a response



ELECTRONIC ADVERTISING - TV

ATTRIBUTES:

Uniquely powerful - Includes SIGHT, SOUND, MOTION, GRAPHICS

A “cold” medium - Does everything for you - no imagination required

Very entertaining - Does everything for you - no imagination needed

Production consists of: live - very rare now, usually taped as well

16 mm film - landscape commercials

videotape - indoor/cheaper - size differences

digital - becoming more popular/multimedia

ADVERTISING:

TV ads usually establishes the theme, look & sound to repeat in other media

Types of ads = Network, Spot, Local, PSA (public service announcements)

Expensive - pay by the sec. (15, 30, & 60) by popularity of programs

Creative costs: Advertising agencies (15%), Production studios (17.5%)

Audience is somewhat hostile to advertising interference

Works best for new products, brand awareness, competition

The ad should ALWAYS FOCUS ON THE PRODUCT

Remember that the message is sequential with action, beginning & end

Opportunity for different views, closeups, easy on viewer

ELECTRONIC ADVERTISING - WEB

ATTRIBUTES:

Distinct shift in media habits - is helping to fractionalize “mass media”

The fastest growing medium in history

Audience - average 34.9 years old

Non-sequential reading - hard to follow

Destination sites themselves are informational but can embed “product selectors” that determine what customers want to buy

TYPES of WEB ADVERTISING:

General - Banner - top display, changes every few seconds

Billboards - floating banners

Display - ad inserts 5 seconds - audio & video potential

Cookies - ad embedded into a new site. Send info to the advertiser

Infosite - A website itself that also acts like an ad

Interactive - Site that allows you to change or place your own ad

Text - Ads embedded into text on the internet - very intrusive!

MySpace - initiating Minisode Network to show 4-6 min films with ads

Google & Yahoo! - aligning with Double Click & Smartads to customize ads

check out: bud.tv, thisisthelife.msn.com

ELECTRONIC ADVERTISING - WEB, cont.

PARTICULARS OF WEB ADS:

Entertaining - includes animation, flash, video, sound, games & virtual

Mostly serves a hostile audience - very intrusive

Ads interchange every few seconds - can change to interest of individual

Used mainly to build brand awareness

Tied directly to e-commerce to buy

Cost of ad depends on p/1000 hits (CPMs) - very easy to record

Most advertisers are pushing rates to be charged for results, not CPM

Ads target on content, but heading toward personalized (ie Amazon)

Very interactive with customer - goal: 3 clicks from impact to buying

check out: Amazon, news-sites, realty and company sites