

**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

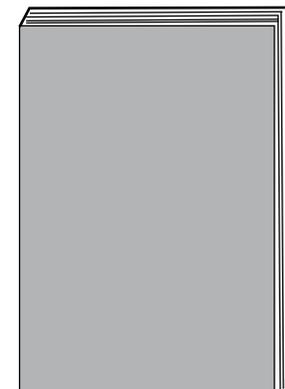
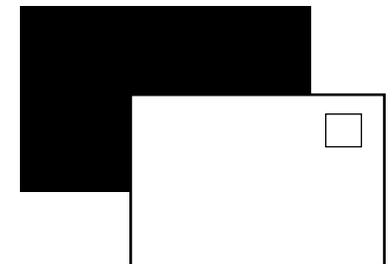
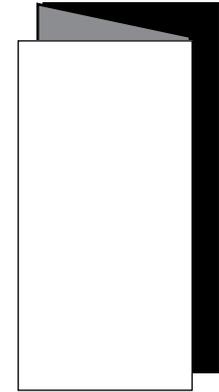
Can have unique sizes, folds and pages

#### 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

## **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*