

## 5.04 Understand Promotional Channels Used To Communicate With Targeted Audiences



# Advertising Media

- The channels of communication-information travels through them to consumers
- Types of advertising media
  - 1. Publications
  - 2. Broadcast Media
  - 3. Direct Mail
  - 4. The Web
  - 5. Other Media

# Types of Publications

- Newspapers
  - Great way to get in touch with customers because they reach a large audience
  - Anyone can place an advertisement
  - Very popular advertising medium
- Factors on which newspapers vary
  - How often they are published: daily, weekly
  - Their size: broadsheet size (most common), tabloid size (National Enquirer)
  - What geographic areas they cover: national, , state, local
  - Whom they are intended to target: Wall Street Journal, The Atlanta Voice



# Types of Publications

- Types of Magazines

- Consumer magazines: magazines people read for personal enjoyment. They target a very specific audience (People, Sports Illustrated, Teen Vogue)
- Business Magazines: appeal to people in all different industries
  - Business Week and Fortune are aimed at a general population of workers
  - Trade magazines are aimed at specific areas of business or occupations



# Types of Publications

- Broadcast Media

- Television & Radio (time media)

- Television

- Most influential, best-selling type of advertising media

- Offers many different advertising options including network, cable, satellite, and local channels

- Purchase options for television advertising

- Network TV (ABC, CBS, NBC, Fox) reaches a very broad audience, but very expensive

- Cable or Satellite allows you to target a more specific audience, less expensive than network TV

- Local TV advertising, popular with small businesses, cheaper and targets a small, highly specific audience



# Other Purchase Options For TV Advertising

- Infomercial – 30 minute commercial
- Home shopping networks (QVC)
- Sponsor a specific TV program, like *Hallmark Hall of Fame* presentations
- Create your own TV channel (Hallmark, OWN)



# Types of Publications

- Radio
  - An effective and affordable advertising medium
  - Allows you to target a very specific group of consumers
  - Is changing as more stations go nationwide



# Types of Direct-Mail Advertising

- Printed Mail
  - Sales letters, catalogs, flyers, postcards
  - Relatively inexpensive
  - Could be considered junk mail
  - Must be sent to the right people
- Electronic Mail
  - Delivered to e-mail
  - Quick, easy, inexpensive
  - Could be perceived as junk



# Web Advertising

- Create a company web site
  - Customers could learn about your business
  - Find contact information and locations
  - Place orders online
- Place business ads on other people's web sites or on a portal (Google, AOL)



# Out-of-Home Media

- Poster panels/billboards
  - Could be painted on the side of a building
  - Indoor billboards found in subways, office buildings
- Spectaculars – large, elaborate electrical signs
- Transit posters – advertisements on buses and bus shelters
- Human directionals – people wearing or holding signs to advertise for a business
- Aerial – blimps, hot air balloons, other airborne displays





# Directory Advertising

- Informs people about how to contact a particular business, often with a telephone number, street address or Web address
- Some (Yellow Pages) target a specific geographic area
- May target a specific group of people such as students at a university or college

# Movie Theater and Product Placement

- Movie Theater
  - Increasing in popularity
  - Includes on-screen advertising before the presentation of the feature film as well as posters, stand-ups, and other ads in the lobby
- Product Placement
  - Product manufacturers pay millions of dollars for the right to use their brands as movie props
  - Hope viewers become loyal to their products
  - Brands in movies, TV and computer games continues to increase
  - [Seinfeld Product Placement](#)

# Telemarketing

- Calling prospective customers on the phone as well as providing a number for people to call
- Companies purchase 800-numbers so that customers can call toll-free
- Most companies choose numbers that are easy to remember

# DVD and CD-ROM Advertising

- Disney is very successful using DVD Advertising
  - Customers can receive a free DVD upon request that introduces them to Disney theme parks and hotels
  - Want customers to be so excited that they immediately purchase their Disney vacation package
- CD-ROM
  - Customers receive free computer software introducing them to a particular program or Internet service
  - Hope they purchase the real thing



# Trends Affecting Advertising Media

- A New Way to Talk
  - Short messaging service (SMS): allows people to send text message advertisements over cell phones
  - Smishing: people pose as banks and send text messages requesting victims' account numbers and passwords
- Virtual Worlds
  - Second Life
    - Advertisers can put up posters in Second Life malls
    - Can rent out ad space at special Second Life businesses
    - Can create an avatar for the company





# Trends Affecting Advertising Media

- Avoiding advertisers
  - Do-Not-Call registries
  - Online pop-up ad filters
  - Spam e-mail filters
  - Podcasts

# assignment (school appropriate)

- Create an advertisement – you have been hired BBDO (ad firm in New York)
  - Using your phone to video
  - Poster advertisement (that might appear in a magazine or newspaper)(8 ½ by 11 paper)
    - You would need to include which magazine or newspaper
  - Billboard ad (using poster board)
- In Obj 5.05 you will create your promotional plan