

# Chapter 11 & 12

## Evaluation of media: TV, Radio, Newspaper & Magazine

By  
Emran Mohammad (Emd)  
Mkt 337 (sections 3)

# TV: Advantages

- ▶ Creativity & Impact
  - ▶ Subaru & Aquafina
- ▶ Coverage & cost effectiveness
- ▶ Captivity & attention
  - ▶ May have an effect on customers simply through heavy repetition and exposure to catchy slogans and jingles
- ▶ Selectivity & Flexibility
  - ▶ Gasoline commercials

# TV: Limitations

- ▶ Costs
  - ▶ 3M for a 30 second ad during Superbowl
- ▶ Lack of selectivity
  - ▶ Extends beyond the market
  - ▶ Lack of geographic and audience selectivity
- ▶ Fleeting message
  - ▶ Ads last for a short time, giving the viewers very little time to comprehend
- ▶ Clutter
- ▶ Limited viewer attentions
  - ▶ Zipping & Zapping
- ▶ Distrust & Negative evaluation

# TV: methods of buying time

- ▶ Sponsorship
  - ▶ Giffgaff sponsored the “Big Bang Theory” during 2012
- ▶ Participation
  - ▶ Snapdeal in 2015 for Bigg Boss season 8
- ▶ Spot announcements
  - ▶ Cialis commercial during hokey match

# TV: Cable TV

## Advantages

1. National, regional, and local available
2. Highly selective "narrowcasting"
3. Low cost
4. Flexibility

## Limitations

1. Overshadowed by major networks
2. Audience fragmentation
3. Lacks penetration in major markets

# Radio: Advantage

- ▶ Cost & efficiency
  - ▶ Very inexpensive to produce and requires only a script
- ▶ Receptivity
  - ▶ Studies found that radio listeners are often emotionally connected to the radio station they listen to
- ▶ Selectivity
  - ▶ Lets advertisers focus on specified market and target groups through the different channels and programs

# Radio: Advantage

- ▶ Flexibility
  - ▶ Very short closing period
- ▶ Mental imagery
  - ▶ It encourages a listener to use their imagination when processing a commercial message
- ▶ Integrated marketing opportunities
  - ▶ Can be used with TV, Internet and Social media

# Radio: Limitation

- ▶ Creative limitation
  - ▶ Absence of visual images
- ▶ Fragmentation
  - ▶ Due to the large number of radio stations
- ▶ Chaotic buying procedures
- ▶ Limited research data
  - ▶ Most are small and lack adequate revenue to support a good research team



# Radio: Limitation

- ▶ Limited listener attention
- ▶ Competition from digital media
  - ▶ Growing threat of satellite radio
  - ▶ Terrestrial radio (iPod, mp3 player)
- ▶ Clutter

# Magazines: Classification

- ▶ Consumer magazine
  - ▶ Bought by the general public for information and/or entertainment
- ▶ Farm publication
  - ▶ Directed towards a specific industry or profession
- ▶ Business publication
  - ▶ Directed at specific professional groups
  - ▶ Industrial magazine for businesspeople
  - ▶ Trade magazine for channel members
  - ▶ General business magazines for executives
  - ▶ Health care publications targeted to various areas

# Magazine: Advantage

- ▶ Selectivity
  - ▶ PC Magazine
  - ▶ Automobile magazine
  - ▶ Fashion magazine
- ▶ Reproduction quality
  - ▶ High quality colors and paper type when printing compared to other print media

# Magazine: Advantage

- ▶ Creativity flexibility (Type, size, placement)
  - ▶ Gatefold
  - ▶ Bleedpage
  - ▶ Return Cards
  - ▶ Heavy card stock
  - ▶ Stickers
  - ▶ Product samples
- ▶ Permanence
  - ▶ Longer life span than TV, newspaper or radio

# Magazine: Advantage

- ▶ Prestige
  - ▶ Ads published in Vogue or Time magazine
- ▶ Consumer receptivity & engagement
  - ▶ Magazines are purchased by reader who are interested in the information they provide
- ▶ Services
  - ▶ Split runs: 2 or more versions of ads are printed in alternative copies of a magazine
  - ▶ Selective binding: Allows the creation of hundreds of magazines in one continuous process
  - ▶ Inkjet imaging: Ability to personalize messages due to not using printing plates for publishing

# Magazine: Disadvantage

- ▶ Costs
  - ▶ Vary according to the size and type of magazine
- ▶ Limited reach & frequency
  - ▶ Reader's digest has 3<sup>rd</sup> highest circulation in the US but represents only 5% of the 115 million household
- ▶ Long lead time
  - ▶ 30-60 days lead time. Thus some ads may expire even before publishing
- ▶ Clutter & competition
  - ▶ More successful the magazine is, more the clutter

# Newspaper: Classification

- ▶ Daily newspapers
- ▶ Weekly newspapers
- ▶ National newspapers
- ▶ Special audience newspapers
  - ▶ Targeted to various religious groups
  - ▶ Specific consumer base

# Newspaper: types of advertising

- ▶ Display advertising
  - ▶ Local advertising: Ads placed by local organizations
  - ▶ General advertising: Ads done by marketers or branded products sold on a national or regional level
- ▶ Classified advertisement
  - ▶ Ads arranged under the subheads such as employment, real estate etc.
- ▶ Special ads or inserts



# Newspapers: Advantages

- ▶ Market penetration
- ▶ Flexibility
  - ▶ Short production time and closing dates
- ▶ Geographic flexibility
  - ▶ More flexibility except direct mail
- ▶ Reader involvement & acceptance

# Newspapers: Disadvantages

- ▶ Poor reproduction
- ▶ Short lifespan
- ▶ Lack of selectivity
- ▶ Clutter



Thank you