

Chapter 13

SUPPORT MEDIA

Topics of the Lecture

- 1. The Role of Support Media**
- 2. Out-of-Home Advertising Media**
- 3. Alternative Out-of-Home Media**
- 4. In-Store Media**
- 5. Pros & Cons of Outdoor Advertising**
- 6. Pros & Cons of Transit Advertising**
- 7. Nontraditional Support Media**
- 8. Guerrilla Marketing**

Types of Support Media

- ▶ Out of Home Media
- ▶ Transit Media
- ▶ Instore Media
- ▶ Branded Media
- ▶ Guerilla Marketing



The Role of Support Media

To reach those people in the target audience that primary media (TV, print, etc.) may not have effectively reached and to reinforce, or support, their messages.

Support media are also referred to as

Alternative
Media

Nonmeasured
Media

Nontraditional
Media

Out-of-Home Advertising Media



Top 10 Outdoor Advertising Categories

1. Miscellaneous services and amusements
2. Insurance and real estate
3. Communications
4. Public transportation, hotels, resorts
5. Media and advertising
6. Retail
7. Restaurants
8. Financial
9. Automotive dealers and services
10. Automotive, auto accessories/equipment



Laugh at heat waves.


I'm lovin' it™





Pros & Cons of Outdoor Advertising

Cons

Waste coverage

High cost

Limited message ability

Measurement problems

Wearout

Image problems

Pros & Cons of Transit Advertising



Advantages

Exposure

Frequency

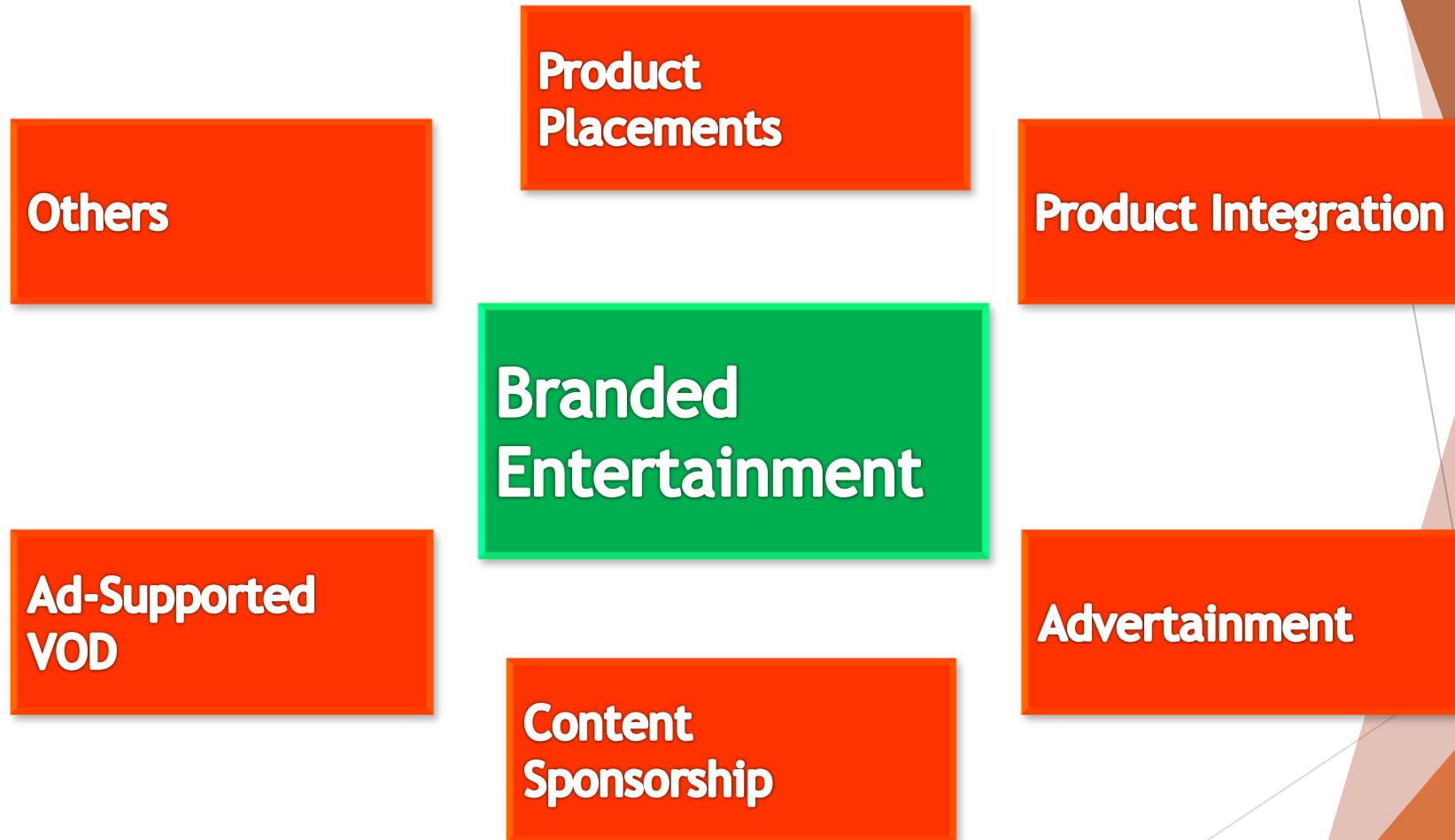
Disadvantages

Reach

Mood of the Audience



Nontraditional Support Media





James Bond and Aston Martin



Cast Away and FedEx



Advertainment - Advertisement + Entertainment



Content Sponsorship



Pros & Cons of Branded Entertainment

Advantages

High Exposure

High Frequency

Media Support

Source Association

Low Cost/High Recall

Bypass Regulations

Viewer Acceptance

Targeting

Disadvantages

High Absolute Cost

Time of Exposure

Limited Appeal

Lack of Control

Public Reactions

Competition

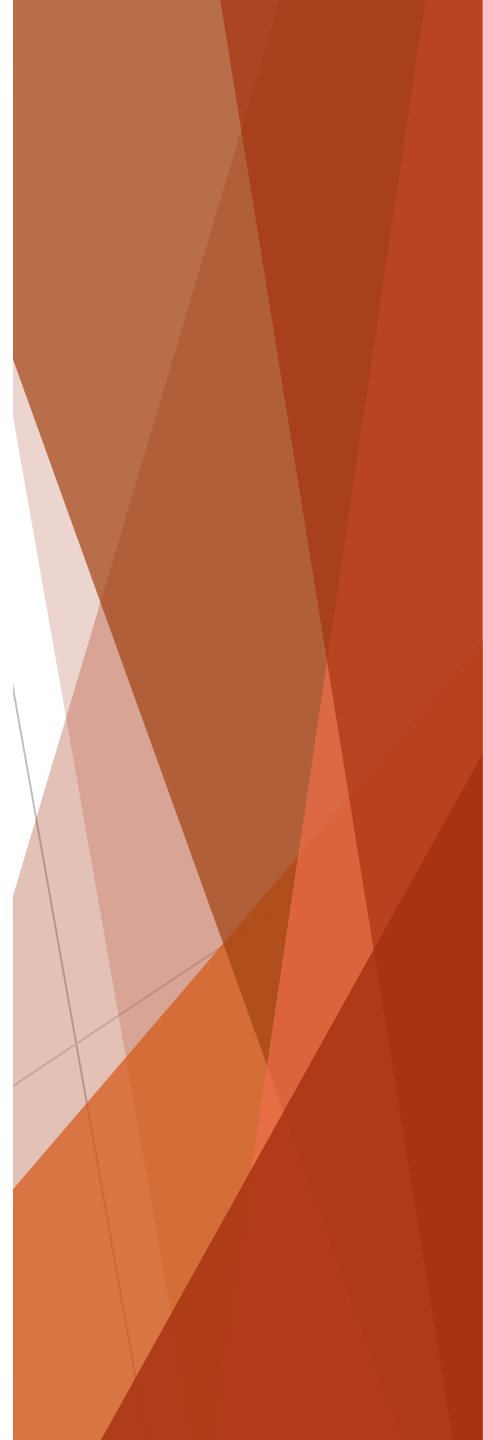
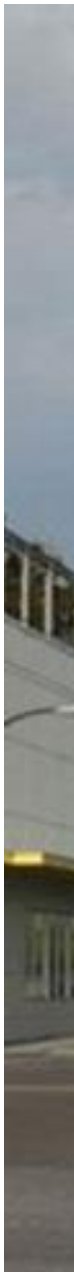
Negative Placements

Clutter

Guerrilla Marketing

The use of nontraditional media to market one's product often employing atypical efforts, and often attempting to capitalize on competitors' promotional efforts.

*a.k.a.
Stealth
Street
Buzz
Ambush
Viral*



THANK YOU