
UNIT 9 MEDIA CONCEPTS, CHARACTERISTICS AND ISSUES IN MEDIA PLANNING

Objectives

In unit 3 of this course you have already gone through the advertising and media scene in India. Each of the major media option has been covered. The objectives of this unit are:

- to explain some of the major media concepts,
- to study the characteristics of each of the advertising medium,
- to suggest how to evaluate alternate media options for campaign planning.

Structure

- 9.1 Introduction
 - 9.2 The Advertising Plan
 - 9.3 Advertising Expenditures
 - 9.4 Media Concepts
 - 9.5 Media Characteristics
 - 9.6 Creative Advantages and Disadvantages of Various Media\
 - 9.7 Evaluating Media Options
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 - 9.10 Self-Assessment Questions
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9.1 INTRODUCTION

The appreciation of the marketing concept radically changed the philosophy of the media planning function, in an advertising agency. As marketers became more consumer-oriented, it became necessary for advertising professionals to understand consumers as the target audience. Secondly, for better understanding of these complex target audiences and their equally complex needs, sophisticated analytical skills were required. In addition, the competition, both inter-media and intra-medium became intense, created another challenge of choosing media vehicles and media options. Finally, more accountability is expected from the agencies and advertisers are interested to know where their advertising money is being spent and how well it is being spent.

The media function in Advertising has undergone a change in the past few years. The biggest change has been the transformation of the media function from numbers (like: circulation figures, reach, coverage etc.) to a managerial function.

Media Planning is the process of designing a strategic course of action that shows how advertising space and time can be used to present the message in order to achieve the advertisers goal. Media planning can not be performed in vacuum. It is an integrated, component of the marketing decision making process, combining data from the market place about the mass media and media consumers.

9.2 THE ADVERTISING PLAN

The Advertising Plan is similar, in some ways, to a marketing plan that guides the development of a campaign. The difference is in terms of its focus. The focus of the



Marketing plans is on sales objectives, whereas in the advertising plans the focus is on communication objectives. Therefore, the task of an advertisement is to create the most effective and distinctive communication in the marketplace. These specific tasks of media can be expressed in terms of three brand objectives:

- Brand Growth (e.g. when a new brand is launched)
- Brand Share Maintenance (of an established brand)
- Protection from in roads (wherein one brand tries to stay off competition)

In light of these three brand objectives you will appreciate that the 'Role of Advertising' are specific and they can be of the following types:

Vehicle of Direct Impact : The first role of advertising can be that it aims to create a response 'I must buy now'. The Eureka Forbes ad for Vacuum cleaners is an example, in witch 'buy today' is emphasized.

A Tool for Seeking Information: Such advertisements aim to evoke 'I must find out' response from the consumer, as you may have noticed in the HCL's ad for Personal computers.

A link Between Communication and Consumer Needs: There are advertisements, which relate the consumer's needs and wants to the communications of the advertisement, thereby influencing the behaviour of the target audiences.

A Tool that Aims to Modify Attitudes: These are the advertisements which aims to change the consumers' perceptions of a products attributes.

For instance, the Milkmade's ad suggests a variety of uses of it and trying to influence the general perception about the uses of the condensed milk.

A vehicle to Reinforce the Attitudes: There are advertisements which aims to reinforce specific attitudes of the consumer in relation to the products. The Hamara Bajaj ad campaign does it effectively.

9.3 ADVERTISING EXPENDITURE

Expenditure on advertising is a major factor that affects campaign planning. The ad budget comes from the advertisers, who allocate a proportion of the marketing budgets to the promotion mix. Within the promotion mix a certain percentage is allocated to advertising. These decisions on the budget allocation are based on the degree of emphasis given to promotion within the marketing mix.

The question is: how much to spend? Budgeting for the advertiser is essentially a forecasting exercise, as the advertiser is estimating the level of sales, which will be generated by various types of promotional methods.

Campaign planning also requires a basic familiarity with the audiences as well. Although advertisers cannot know everything about the profile of target audiences, it is being suggested that the more they know, the more effective their communication will be. Similarly, you cannot overlook competition. In some product categories the market is virtually static and the growth in the market share of one is at the expense of the other. In situations where competition is intense, it is important to develop a strategy to target the competition is intense, it is important to develop a strategy to target the competition.

An understanding of how the target audience uses media in the wake of competition therefore becomes very important. Let us now develop a systematic understanding about advertising media.

Activity 1

Just estimate the total expenditure and the media expenditure on the following advertising campaigns.

Coca – cola
Surf Excel
AIWA



9.4 MEDIA CONCEPTS

Let us first develop familiarity with some of the major terms we generally use to describe the characteristics of various advertising media, which are as follows:

Broadsheet - Description of the form of a print vehicle of any periodicity.

Glossies - Print vehicles which have gloss-over content and printed with lamination and/or on Art Paper.

Gatefold - A folded advertising page which when unfolded is bigger in dimension than the regular page.

Gutter Space - The inside margin of facing pages, the point at which a saddle stitched publication is bound.

Bleed - In printed media, to extend the illustration or copy close to the edge of a page and lessen the white border.

Issue life - The time during which a publication accrues its total readership.

Fixed Position - In print a position guaranteed to the advertisers in specified issues.

Split Run - A scheduling technique whereby two different pieces of copy are run in the circulation of a publication with no one reader receiving both advertisements.

Tabloid - A newspaper smaller than the size of a standard broad-sheet newspaper.

Zapping - The use of the TV remote control panel to flick through the channels during commercial breaks.

Zipping - The use of the video remote control panel to fast forward advertisements.

Rigid/Flexible - It refers to the available Editorial and Commercial help, who understand and with their support innovative use of medium is possible.

Circulation - In print media, the number of copies sold or distributed by a publication.

Average Issue Readership - The number of people who claim to have read or looked at a publication in the last issue period i.e. yesterday in the case of newspapers and last week in the case of weekly magazines.

Coverage - Used in reference to a specific print title, it means the per cent of a target audience exposed to an average issue of the magazine or newspaper.

Controlled Circulation - The circulation of a publication that is sent free and addressed to specific individuals who meet certain criteria.

Primary Readers - Those who purchase a newspaper or magazine.

Print Run - The number of copies printed (but not necessarily fully sold or distributed) by a publication.

Pass on Readership - Also referred to as secondary readership. Readers of a publication other than the purchaser, or the first reader e.g. readership which takes place in a doctor's waiting room.

Penetration - The proportion of a population which is reached by a medium e.g. radio penetration, cinema penetration etc. in some reasonable period of time.

Cost Per Thousand (CPT) - The cost of delivering 1000 persons in the target audience by the vehicles in a media schedule. Used to compare relative efficiencies of the schedules.

9.5 MEDIA CHARACTERISTICS

Typically, it is being said that there are two types of media for communication, mass media and Inter-personal media. They both are different and cannot be used as one substituting the other.

On one hand the Inter-personal media is people based and not only it is less impersonal



but it is two way also. Although it might be an expensive medium it is highly useful for focussed reach.

On the other hand various forms of mass media, (Radio, Television or Press) are characterized by wide reach, and consequently they are cost efficient. However there is a one-way communication, which is impersonal, and all these media are technology based. Let us now examine the characteristics of each of the mass medium.

9.5.1 Television

The specific characteristics of Television are:

- It combination of sight, sound & motion and therefore it is impact-ful.
- It is a highly intrusive medium.
- Rapid growth of this medium provides immediate broad reach across all targets.
- It has high absolute costs but cost per thousand is moderate.

However, it provides less efficient delivery against narrowly defined targets

9.5.2 Radio

The specific characteristics of Radio are:

- Radio can reach out to remote audiences.
- Amongst all mass media it is most cost efficient.
- Radio has local market identification.
- Radio can reach mobile population, which is not approach-able by other mass media.
- Radio works as the Theatre of the mind as when you listen, it creates visual impressions of the same communication.
- Therefore, Radio is typically considered to be an excellent support medium and a reminder medium.

Activity 2

Compare and contrast the media characteristics of Radio v/s Television.

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9 5.3 Newspapers

The specific characteristics of Radio are:

- Newspapers have immediacy and therefore they have an announcement value.
- The other characteristic of newspaper is that it has a better scope for providing detailed information.
- There is a geographic flexibility in newspapers as a publication may have more than one edition,
- Newspapers also have special interest targeting opportunity through sections and/or supplements.
- Newspapers are also Vehicles for Coupon delivery.
- However, newspapers have two major short-comings, First, the lower literacy levels are barriers in growth and secondly, Newspapers have a very short life span.



9.5.4 Magazines

There has been a growth in magazines. On one hand newer titles have emerged, which are catering to specialized needs of the people and secondly, their overall circulation has also increased. From advertising point of view, the characteristics of Magazines are:

- Magazines have specific audience selectivity, as they are specialized. As you are aware there are magazines for women, children, corporate professionals etc.
- They have compatible editorial environment, i.e., contents v/s advertisements. s Magazines have longer life span, corresponding with their periodicity.
- Magazines provide them opportunity for message scrutiny, and geographic and demographic flexibility.

Activity 3

Compare and contrast the media characteristics of Newspapers with Magazines.

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9.5.5 Outdoor Media

You must have seen that "Polo" campaign was successfully done using hoarding as the primary medium. If used strategically, out-door can contribute significantly to the advertising campaign. Out-door has specific characteristics like:

- It provides 24 hours exposure.
- It has a strong local market presence.
- Outdoor is cost efficient.
- It can be a good reminder media, along side TV/Press campaign.

9.5.6 Interpersonal Media

In addition to the conventional mass media, Interpersonal media can also be used for marketing communication. Those Interpersonal media are, Public Meetings & Lectures, Group Discussions, Home Visits and Demonstrations. More specifically, for social campaigns, industrial products or at the launch stage of consumer product, these media are quite useful. Let us examine them in some details.

Public Meetings/ Lectures: The public meetings and lectures, in fact, reach many people. Such methods invariably stimulate follow-up discussions. However, the speakers must encourage participation to achieve effectiveness. They also need visual aids to be more effective.

Group Discussions: Group discussion help in building group consciousness and enables active participation through exchange of opinion. However, to be successful they need trained moderator. Those who tried out innovations, like use of drama or role playing, achieved enhanced effectiveness. They help in through a real like experience.

Demonstrations: In a number of marketing communications situations have demonstrations have been found to be highly successful. Demonstrations enables active learning by doing, establishing confidence and conviction.

Aids to Inter-Personal Communication Media: It has been deserved the results of Interpersonal communication can be enhanced by the use of various communication and like, Video, Films, Slides, Flip Charts/Flash Cards, Maps, Charts, Diagrams, Models, Displays and Exhibitions. However, if you don't plan them well then they can also prove to be counter production.



9.5.7 Grass Root Level Media

Finally, as a wiser media professional, you should also evaluate all other possible media vehicles to reach out to target audience. For example, Folk Theatre, Puppet Shows, Tractor Trolley, Cycle Bar Cover, Fertilizer Bags, Playing Cards, Stall-Covers at Haats, Cycle Mud-guards made of Rubber, etc., have been used in the past for advertising.

9.5.8 Aerial Media

The concept of aerial advertising is popular in US. It came to India in 1985 when the Sky-ads, a Bombay based firm. The aerial banner services involve 200ft x 5 ft fibre glass mesh banner held by aluminum alloys rods. The length of the banner message can be upto a maximum of 40 English alphabets, including the emblem. The characters are scarlet as one can read it in the blue sky. The banner is towed by a single engine and single seat aircraft. The flight is two hours duration, flying at 700 ft. to 1000 ft. above the ground, depending upon the population zone.. It offers advantage like:

- Targeting and reaching the audience is most effective, not possible to achieve in print or broadcast media.
- Reaching a captive audience, like in cricket, public rallies in more effective through aerial advertising.
- Since there are so many festive occasions and Melas, this will be very effective.

9.5.9 Airport Advertising Media

Advertising at Airport is mainly done through glow-signs and show window. While the former offers us the benefits of colour, light and motion, the latter are used for demonstrating the products at prominent places at the airport. The Indian Airlines carry more than 30000 passengers on its network with an annual growth of 30%. On an average, a passenger has to wait at the airport for more than a hour- a captive audience for the marketers.

9.5.10 Railways Media

Railways occupy its place in the mind of media planners as the most important vehicle in 'transit-advertising.' The number of travelers per day in Indian trains and the hours (even days) that are spent in them enhances its importance. The media mix of Railway advertising is as follows:

- Station Hoarding
- Railway Bridges Hoarding
- Poster
- Inside Carriages Advertising
- Reverse of Passengers Tickets
- Sign below clocks
- Closed circuit televisions

9.5.11 Off-the-wall Media

The off-the-wall media options score over others in terms of noticeability and creativity. Relatively speaking,. only recently, the Indian promotion experts have begun to work on off-the -wall media. However, it is restricted, to A and B class towns, besides the Metors.

The emerging "off-the-wall media" in terms of shape of things to come are as follows:

Advertising via telephone: You can purchase 30-second messages in which the advertiser supplies the company with relevant sales points. They can be taped, introduced by a live-pitch person, or both. "Where to Buy telephone services identify retailers of specific products from consumers' inquiries.

Aerial banners lights: Banners are usually more that 30 feet long and pulled by low-



flying planes. After dark, travelling aerial lights can display messages of up to 90 characters.

Balloons: The advertiser's message is imprinted on the balloons. Airborne heights vary from 200 to 800 feet.

Copter-media: This method uses thousands of light bulbs mounted on a 40-by-8 foot billboard frame on a slow-flying helicopter. The effect is that of a brilliant flying electric sign floating about 500 feet above the ground.

Handbills: Handbills are simple sheet of paper with brief advertising messages which may be slipped under windshield wipers or hung on door knobs. Distributed by agents, they are one of the least expensive methods of advertising a local service or retail business.

Litter receptacles: Some major cities offer space on concrete litter receptacles at major commercial intersections.

Paper-book advertising: Bound -in inserts are available. Approximately 35 lath pocket books are sold annually. The audience can be pinpointed by book title.

Shopping bags: Bags are offered to grocery chains on a regionally exclusive basis. A shopper's checklist is printed on both sides, and advertisers can have their names printed on the list next to or in place of the category.

Taxicab advertising: The back panel of front seats, the outer side of rear, and displays built on the roof provide day and night exposure. Rear-screen slide projectors facing riders are also available in some major markets.

Theater-screen advertising: Commercial ranging from 30 seconds to 21/2 minutes are screened at performances in most indoor and drive in theaters. The average national movie audience consists of approximately 500 million people per week, with women and younger people dominant.

Activity 4

Give examples of those products or companies which have been successful in using home demonstrations for marketing communication.

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Activity 5

What additional creative advantages and disadvantages you can add to the above list.

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9.6 CREATIVE ADVANTAGES AND DISADVANTAGES OF VARIOUS MEDIA

Each media vehicle should also be considered from the creative opportunity it can provide. The relative creative advantages and disadvantages are summarized below:

	Creative Disadvantage	Creative Advantage
Newspapers	<ul style="list-style-type: none"> ● Loss of identity, especially in reproduction of halftone illustration. ● Too many ad-format variations among newspapers. ● Variance in Column widths. ● Difficulty in controlling ad positions on page. 	<ul style="list-style-type: none"> ● Almost any ad size available. ● Impact of black against white (still one of the most powerful colour combination). ● Sense of immediacy. ● Quick response and easy accountability. ● Local emphasis ● Changes possible at short notice.
Magazines	<ul style="list-style-type: none"> ● Size not as large as those of newspapers or posters. ● Long closing dates, limiting flexibility. ● Lack of immediacy. ● Tendency to cluster ads. ● Possible difficulties in securing favourable spot in an issue. 	<ul style="list-style-type: none"> ● High-quality reproduction. ● Prestige factor. ● Accurate demographic information available. ● Graphic opportunities (use of white space, screen, reverse type). ● Availability of ● Availability of Colour.
Television	<ul style="list-style-type: none"> ● No time to convey a lot of information. ● Air clutter (almost 25 percent of broadcasting is non-programming material). ● Intrusiveness (TV tops list of consumer's complaints in this respect). ● Censorship station censorship. 	<ul style="list-style-type: none"> ● Combination of sight and sound. ● Movement ● A single message at a time. ● Viewer's empathy. ● Believability. "What you see is what you get."
Radio	<ul style="list-style-type: none"> ● Lack of visual excitement. ● Mvering attention span (many listeners tune out commercials). ● Inadequate data on listening habits (when is the "listener" really listening?). ● Fleeting nature of message. 	<ul style="list-style-type: none"> ● Opportunity to explore sound. ● Favourable to humor. ● Intimacy ● Loyal following (the average person listens regularly to on about two stations). ● Ability to change message quickly.
Direct mail	<ul style="list-style-type: none"> ● Damper of state and postal regulations on creative experimentation. ● Censorship often unpredictable. ● Formula thinking encouraged by "proven" direct-mail tract records. 	<ul style="list-style-type: none"> ● Graphic and production flexibility, such as use of three-dimensional effect (folding, die-cuts, pop-ups). ● Measurable. ● As scientific as any other form of advertising. ● Highly personal
Posters	<ul style="list-style-type: none"> ● Essentially a one-line medium with only a limited opportunity to expand on the advertising message. ● Inadequate audience research, especially in transit advertising. 	<ul style="list-style-type: none"> ● Graphic opportunities. Colour. ● Large size. ● High-fidelity reproduction. ● Simple, direct approach. ● Possibility of a total visual message.
Point of sale	<ul style="list-style-type: none"> ● Difficulty in pinpointing audience. ● Failure of retailers to make proper use of material submitted to them. 	<ul style="list-style-type: none"> ● Opportunities for three-dimensional effects; ● Movement, sound, and innovative production techniques.

Source : Advertising Media in P 478.



9.7 EVALUATING MEDIA OPTIONS

When you are evaluating any media option, you should consider each medium in its three dimensions; Medium as Medium; Medium as Vehicle and Medium as Message.

Medium as Medium relates to the physical form and attributes of the medium. These attributes are in-fact, the inherent attributes of the medium. However, like an "Artists' medium" there is scope for its creative and innovative use.

Medium as Vehicle means that to whom you can reach out to and to how many people you can reach out? Also, where and at what cost?

Medium as Message relates to issues like, the environment the medium offers and personality' of the medium. In other words we are referring to the Photo-frame for the message.

9.8 MEDIA SELECTION

The following factors must be considered for media selection.

9.8.1 Media Environment

What constitutes the media Environment? Let us take the example of two television channels, namely, MTV and Discovery. If you are selecting a television channel say for a product like: Ready-to-wear-Jeans targeted at youth, which channel you will select? In-fact Media environment is a complex combination of the following:

- a) **Nature of medium** - Nature of medium in terms of its being informative, (Quiz based or science programmes) or entertaining (Film based programmes).
- b) **Context of use** - i.e. where is the media used. For instance, Femina is usually read in parlors while people (many) watch video at their friends' place.
- c) **Way of using it** - refers to how the media is used for e.g. Radio is essentially used as a background medium at home, with several other activities being discharged alongside.

9.8.2 Physical Characteristics of the media

- a) **Duration:** It refers to the shelf life of the medium, which varies. A newspaper has a short span as compared to a magazines.
- b) **Scope for extended arguments :** It essentially depends on the nature and contents of the advertisement. Print media have greater scope than electronic.
- c) **Colour** It implies the availability and applicability of colour and colour reproduction. Magazines and television provides greater opportunity in this regard.
- d) **Movement :** It essentially means dynamism. TV is a dynamic medium while Press though been a static medium. It can at times give the dynamic feel.
- e) **Reproduction quality :** Some publications, for example, have a high quality printing. In certain cases, the where in the market place you have to depend on the illustrations and representations of the product, rather than the actual product, in such situations the realism inherent in the use of colour and quality of reproduction becomes important.
- f) **Scope for Gaining Attention:** TV displays a greater scope for attracting attention because it is a medium which combines sight, sound and movement demonstrative audio visual, colour abilities that provide an impactful. The print media too can resort to innovative ways to captivate the audience.

9.8.3 Media Effectiveness and its Importance

Once an ad has been produced, the advertiser must decide whether to issue it for frequent or not so frequent exposures in national or in limited geographical areas. These are extremely important decisions because they have financial implications. Each advertisement cost money.

Media Effectiveness is generally determined on the basis of exposure. The simplest



definition of exposure is: " the open eyes, facing vehicle ". Obviously, this does not mean the person has to be paying much attention to the vehicle (Media Vehicle). In other words, being exposed to the vehicle is no indication of being exposed to the advertising in that vehicle. It is easy to get caught in the precision of numbers, and these numbers are estimates only of the possibility of exposure to the ad message.

9.8.4 Media Choices

Besides Reach, Frequency and coverage, Media choices are made on the basis of other variables as well

- a) **Selectivity:** It is of two kinds. First is the Geographic Selectivity, which refers to the ability of a medium or a vehicle to reach a specific geographic area such as a city or region (for example a local newspaper can only take your message to the area where it gets sold. The second is the Class Selectivity, which refers to the ability of a medium/vehicle to reach specific people who have certain common traits. Magazines, for example, are class selective, because of their specialized editorial contents.
- b) **Flexibility:** refers to the amount of lead time, a medium/vehicle requires before the ad will be run. Most magazines have a longer(some times even two months) lead time. In other words, the ad must be in the hands of the magazine as much as two months before publication. Local Radio and local Newspapers in contrast have a great deal of flexibility.

9.8.5 Brand vs Media Personality

Some products, as marketers call, are Parity Products, i.e. there are not much differences in the features of most of the brands in that category. In other words, the products are 'undifferentiated' in the market place, e.g., gasoline. What makes the difference between products is the Advertising. In such cases, the distinctions may be unreal but the differences are not. The differences, in fact, lie in the perceived image and personality of the product.

The factors that greatly influence the creation of the product image, in marketing parlance we call it creating a BRAND, having been illustrated below:



Personality is important both in positioning a brand and in developing a brand image. Brand personality should be matched with the media personality for instance the Vivaldi brand of shirts which has a personality close to that of a successful young executive, utilizes magazines such as Gentleman and India Today, For a life style product's image campaign bus-panels, bus-shelters or billboards may not be best possible options,

9.8.6 Brand Appeal vs Media

An appeal is something that makes the product attractive and interesting to the consumer. Appeals generally pin point the anticipated response of the prospect to the product and the message. There are three kinds of appeals:

- **Sensory Appeal** - which is fast changing in nature for instance fashion fads, aroma, taste, passion, etc.
- **Rational Appeal** - It involves a logical thought process that seeks to rationalize the purchase in terms of price, quality, reputation, etc.
- **Emotional Appeal** - These attempt to tag at the heart to qualify for purchase.

To understand the appeals one should relate it to the MEDIA CONSUMPTION SYSTEM. This comprises of all the three environment, the physical characteristics and



the usage context. For instance to cash in on the sensory appeal for the cooking oil the ad is placed adjacent to the cooking page.

9.8.7 Positioning

Refers to the way in which a product is perceived by the consumers in the market place. It is a deliberate attempt at creating a perceptions for the Brand in the prospects mind, so that it stands apart from the competing brands. It also helps in bringing the product closer to the consumers needs. While selecting media vehicles you must do a sort of matchmaking between the brand positioning and the positioning of the media vehicle. A publication, say "Maya" for a high fashion premium cosmetics may not be the best media choice.

9.8.8 Consumer Buying System and Media

Consumer buying behaviour and the Media are very much linked to each other. Media influences the consumer buying behaviour in the following ways:

- What is the minimum level of exposure required to generate a response?
- What is the maximum level of exposure required so that there is no overkill?
- How many people should get the minimum exposures in a given period?
- How is it distributed in a campaign period?

These questions help to evaluate the consumer buying system, and, therefore, should be kept in mind while evaluating media options.

9.9 SUMMARY

Advertising and marketing will confront an increasingly, complex, specialized and fragmented media. The great technological advances now (Cable TV, Dish Antenna and Satellite Communication) coupled with changes in the family (from joint family set ups towards the nuclear family system) the economy and the society as a whole will usher in a era of media selectivity, on a scale, unprecedented and challenging.

In this complex scenario of a clutter of brands and media vehicles and options, media selection has become a complex task. The first step of the media selection exercise is to understand the characteristics of each medium. More deeper you go, the better it is and therefore the suggestion is that one must understand each medium in its all the three dimensions: medium as a medium, medium. as a vehicle and medium as the message.

9.10 SELF-ASSESSMENT QUESTIONS

- 1) Assess the merits of print media and television for an hotelier of national repute.
- 2) Can outdoor be used in all categories of products? If not, which are those products?
- 3) Elaborate on Medium as a Medium, Medium as a vehicle and Medium as the Message, by taking the example of any consumer lifestyle product and the media options you will consider for advertising.
- 4) Observe the off-the-walls media in your office and write a note on their relative merits and demerits.



Annexure: Comparative Evaluation of Advertising Media

	Network television	Spot radio	Network radio	Consumer magazines	Business publications	Sunday supplements	Daily newspapers	Weekly newspapers	Direct Mail	Outdoor	Transit	Fond of purchase
Audience Consideration	++	++	++	++	++	++	++	++	++	++	++	++
Attentiveness of audience	++	++	++	++	++	++	++	++	++	++	++	++
Luxercost of audience	++	++	++	++	++	++	++	++	++	++	++	++
Avoids excess selections by audience	+	+	+	+	+	+	+	+	+	+	+	+
Offers selectivity to advertiser	+	+	+	+	+	+	+	+	+	+	+	+
Avoids waste	++	++	++	++	++	++	++	++	++	++	++	++
Offers involvement	++	++	++	++	++	++	++	++	++	++	++	++
Avoids distraction	N	N	N	N	N	N	N	N	N	N	N	N
Avoids resistance	V	V	V	V	V	V	V	V	V	V	V	V
Provides impact	++	++	++	++	++	++	++	++	++	++	++	++
Offers prestige	++	++	++	++	++	++	++	++	++	++	++	++
Good quality of audience data	++	++	++	++	++	++	++	++	++	++	++	++
Timing factors	++	++	++	++	++	++	++	++	++	++	++	++
Offers repetition	++	++	++	++	++	++	++	++	++	++	++	++
Avoids irritation	++	++	++	++	++	++	++	++	++	++	++	++
Offers frequency	++	++	++	++	++	++	++	++	++	++	++	++
Offers frequency of issuance	++	++	++	++	++	++	++	++	++	++	++	++
Offers flexibility in scheduling	+	+	+	+	+	+	+	+	+	+	+	+
Long life	+	+	+	+	+	+	+	+	+	+	+	+
Low mortality rate	++	++	++	++	++	++	++	++	++	++	++	++
Avoids perishability	++	++	++	++	++	++	++	++	++	++	++	++
Allows long message	++	++	++	++	++	++	++	++	++	++	++	++
Provides product promotion	++	++	++	++	++	++	++	++	++	++	++	++
Geographic Considerations	+	+	+	+	+	+	+	+	+	+	+	+
Offers geographic selectivity	++	++	++	++	++	++	++	++	++	++	++	++
Offers proximity to point of sale	++	++	++	++	++	++	++	++	++	++	++	++
Provides for local dealer "legs"	++	++	++	++	++	++	++	++	++	++	++	++
Creative considerations	++	++	++	++	++	++	++	++	++	++	++	++
Permits demonstration	++	++	++	++	++	++	++	++	++	++	++	++
Provides impact	++	++	++	++	++	++	++	++	++	++	++	++
Permits relation to editorial matter	++	++	++	++	++	++	++	++	++	++	++	++
Competitive factors	++	++	++	++	++	++	++	++	++	++	++	++
Light use of medium by competitors	++	++	++	++	++	++	++	++	++	++	++	++
Low amount of total advertising	++	++	++	++	++	++	++	++	++	++	++	++
Control considerations	++	++	++	++	++	++	++	++	++	++	++	++
Advertiser control of media content	++	++	++	++	++	++	++	++	++	++	++	++
Favorable environment	++	++	++	++	++	++	++	++	++	++	++	++
Advertiser control of location	N	N	N	N	N	N	N	N	N	N	N	N
Amount of government regulation	+	+	+	+	+	+	+	+	+	+	+	+
Number of other restrictions	++	++	++	++	++	++	++	++	++	++	++	++
Mechanical and production factors	++	++	++	++	++	++	++	++	++	++	++	++
Ease of insertion	++	++	++	++	++	++	++	++	++	++	++	++
High reproduction quality	++	++	++	++	++	++	++	++	++	++	++	++
Flexibility of format	N	N	N	N	N	N	N	N	N	N	N	N
Avoids vandalism	++	++	++	++	++	++	++	++	++	++	++	++
Financial considerations	++	++	++	++	++	++	++	++	++	++	++	++
Low total cost	++	++	++	++	++	++	++	++	++	++	++	++
High efficiency	++	++	++	++	++	++	++	++	++	++	++	++

Note : N = not a factor for this medium V = varies from one vehicle to another within the medium. + = weak, ++ = medium, +++ = strong Source : "Media Planning and selection" ibid., p. 479