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## Support Media

# Support Media

*Various other media used to deliver marketing communications and to promote products and services. Includes:*

- Out-of-home media
  - Billboards, transit ads, in-store media
- Promotional Products (Specialty advertising)
- Yellow Pages Advertising
- Advertising in Movie Theaters and Videos
- Product Placements in Television and Movies
- In-flight advertising
- Other

# Outdoor Advertising

## Three Major Forms:

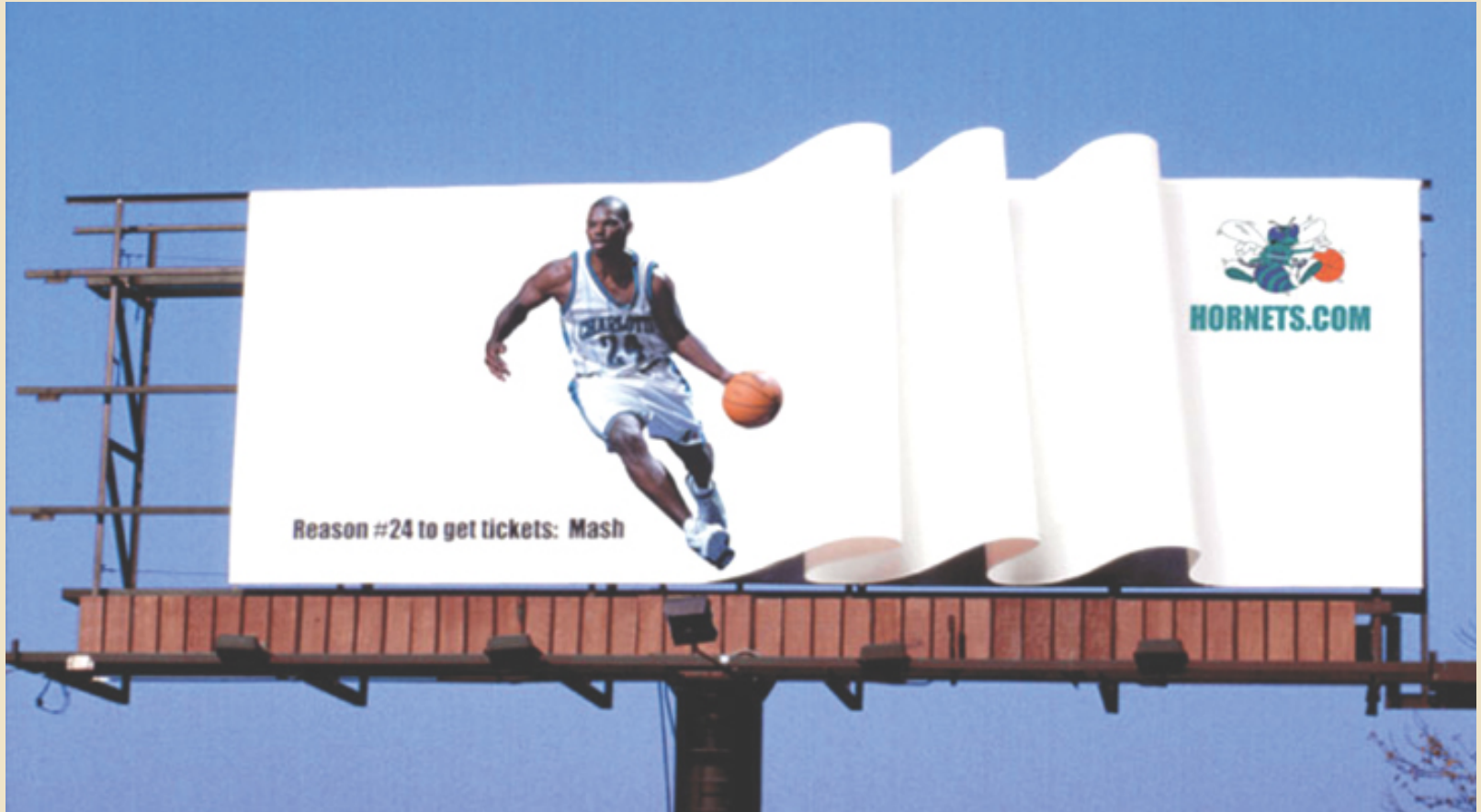
- Posters – used for shorter time periods
  - 30-sheet (standard and bleed) 12 ft. x 25 ft.
  - 8- sheet (junior poster) 5 feet x 11 feet
  
- Painted bulletins – largest and most prominent
  - measure 14 ft x 48 but can be larger
  - can be permanent or rotary
  
- Spectaculars – large unique displays, usually electronic and use movement, color, graphics



# Outdoor Advertising Advantages

- **Wide Local Coverage**
  - Broad base of day and night local exposure
- **Frequency**
  - High exposure for frequently purchased goods
- **Geographic Flexibility**
  - Can be placed on highways, near stores, etc.
- **Creativity**
  - Use of color, size, shape, and movement
- **Creation of awareness**
  - Use of short, high-impact messages
- **Efficiency**
  - CPM very competitive with other media
- **Effectiveness**
  - Can often lead directly to sale of the goods
- **Production Capability**
  - Technology has reduced production times

# Outdoor is Creative



# Outdoor Advertising Disadvantages


- *Wasted coverage*
  - The market isn't geographically concentrated
- *Limited message capability*
  - Limited reading speed and exposure time
- *Wearout*
  - High frequency may lead to quick wearout
- *High cost*
  - Due to reduced availability and cost creep
- *Measurement Problems*
  - Frequency and reach are hard to ascertain
- *Image Problems*
  - Adverse publicity, regulation degrade image



# Buying Outdoor Advertising

Outdoor advertising purchased on basis of:  
*gross ratings points or showing*

- One ratings point = 1 percent of market's population
- Usually purchased in increments of 25, 50, 100
- 100 showing or GRPs means that message will appear on as many panels as needed to provide daily exposure equivalent to total size of the market



# Other Out-of-Home Media

- Aerial Advertising
  - Sky Banners
  - Sky Writing
  - Blimps
- Mobile Billboards
  - Trucks
  - Vans
  - Trailers
- In-Store Media
  - Signs/Banners/Displays
  - Video displays
  - Kiosks



# General Motors uses mobile advertising



*GM Diversity Marketing*

## Mobile Merchandiser



Source: Compliments of General Motors Corporation



# Other Outdoor Media

- Parking meters
- ATM displays
- Trash cans
- Ski lift poles
- Car top signs
- Sidewalk signs
- Garden plantings
- Wall drawings



# Types of Transit Advertising

- Inside Cards
  - Placed above seats
  - In luggage areas
- Outside Posters
  - On the sides, backs, roofs
  - On busses, taxis, trains, etc.
- Station, Platform, Terminal Posters
  - Floor displays
  - Island showcases
  - Electric signs, posters



# Transit Advertising Advantages

- Exposure
  - Captive audience with little else to do
- Frequency
  - Especially high with daily commuters
- Timeliness
  - Exposure coincides with shopping trips
- Selectivity
  - Geographically selective for local ads
- Economy
  - Low absolute and relative cost

# Transit Advertising Disadvantages

## ➤ Image Factors

- Image in minds of public and advertisers is poor

## ➤ Reach

- Unable to reach those who don't use transit

## ➤ Waste Coverage

- Many who aren't potential customers are exposed

## ➤ Copy and Creative Limitations

- Format strictly limits copy and creative options

## ➤ Mood of the Audience

- Transit situation may engender bad feelings

# Promotional Products Marketing

***Promotional products marketing*** is the advertising or promotional medium or method that uses promotional products, such as ad specialties, premiums, business gifts, awards, prizes or commemoratives.

# Specialty Advertising Defined

A medium of advertising, sales promotion, and motivational communications employing imprinted, useful, or decorative products called advertising specialties, a subset of promotional products.

- Unlike premiums, with which they are sometimes confused, these articles are always distributed free: Recipients don't have to earn the specialty by making a purchase or contribution.



# Ad specialty items come in many forms



Source: Courtesy California Milk Processor Board.



# Promotional Products Advantages

- **Selectivity**
  - Controlled distribution to target prospects only
- **Flexibility**
  - Endless variety of forms provides versatility
- **Frequency**
  - Long retention means constant exposure
- **Economy**
  - Many inexpensive items available in large quantity
- **Goodwill**
  - Only medium generating goodwill in receiver
- **Augmentation**
  - Often used to supplement other promotional media

# Promotional Products Disadvantages

## ➤ *Image*

- Some items may cheapen the image of advertiser

## ➤ *Saturation*

- Some items are overused, some audiences saturated

## ➤ *Lead Time*

- Time required to develop a promotional product message is longer than for most other media



# Forms of Yellow Pages

- Specialized Directories
  - Targeted to special audiences
    - (Hispanics, Women, Blacks, Christians)
- Audiotex
  - “Talking” Yellow Pages
- Interactive
  - Consumer search data bases
- Internet Directories
  - National, regional and local listings
- Other Services
  - Coupons, inserts, samples

# Yellow Page Advertising

## Advantages

- Wide Availability
- Action Oriented
- Low Cost
- Frequency
- Non-Intrusiveness

## Disadvantages

- Market Fragmentation
- Timeliness
- Lack of Creativity
- Lead Times
- Clutter



# Movie Theater Advertising

## Advantages

- High Exposure
- Audience Mood
- Cost (Maybe)
- Good Recall
- Lack of Clutter
- Proximity
- Segmentation

## Disadvantages

- Irritation
- Cost
- Consumer Backlash



# Product Placements

Showing the product or service or advertisement for it as part of a movie or television program

# Product Placements in Movies and Television Programs

## *Advantages*

- High exposure
- High frequency
- Media support
- Source association
- Economy
- High recall
- Bypass regulations
- Viewer acceptance

## *Disadvantages*

- High absolute cost
- Time of exposure
- Limited appeal
- Lack of control
- Public reactions
- Competition
- Negative placements

# BMW is a Frequent User of Product Placements





# In-Flight TV Commercials

## Advantages

- A Desirable Audience
- A Captive Audience
- Low Relative Cost
- Segmentation Possibilities

## Disadvantages

- High Potential for Irritation
- Limited Availability of Medium
- Lack of Audience Attention
- Potential for Rapid Wearout