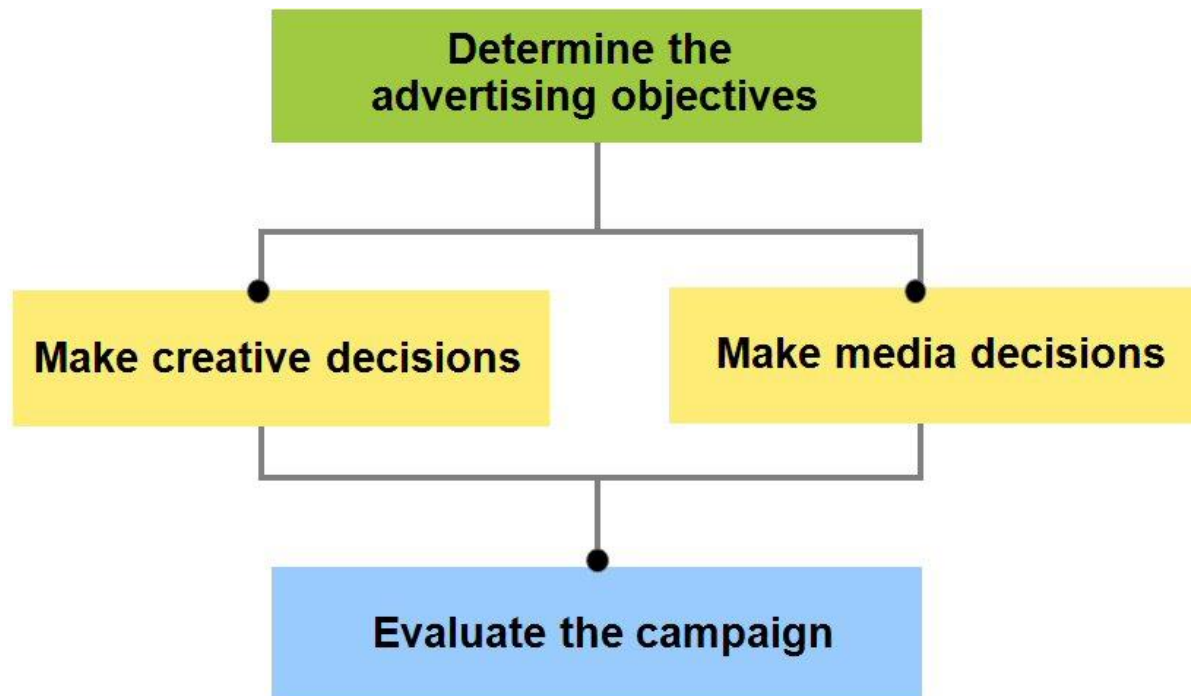


Advertising Campaign

Advertising Program

Advertising Campaign Definition

- A series of related advertisements focusing on a common theme, slogan, and set of advertising appeals



Developing the Advertising Programs

- Identifying the Target Audience
- Specifying Advertising Objectives
- Setting the Advertising Budget
- Designing the Advertisement
 - Message Content
 - Creating the Actual Message
- Selecting the Right Media
 - Choosing a Medium and a Vehicle within That Medium
- Different Media Alternatives
 - Television
 - [Infomercials](#)
 - Radio
 - Magazines
 - Newspapers
 - Internet
 - Outdoor
 - Internet
 - Outdoor
 - Other Media
 - Selection Criteria
- Scheduling the Advertising

Setting Objectives: The DAGMAR Approach

- According to the DAGMAR (Defining Advertising Goals for Measured Advertising Results) approach,
- All advertising objectives should precisely:
 - Define target audience
 - Define calculated percentage change
 - Define the time frame for change
- Once objectives are defined, creative work can begin on the advertising campaign.

Creative Decisions

- Identify product benefits
- Develop and evaluate advertising appeals
- Execute the message
- Evaluate the campaign's effectiveness

Identify Product Benefits

- “Sell the sizzle, not the steak”
- Sell product’s benefits
 - Not its attributes
- A benefit should answer
 - “What’s in it for me?”
- Ask
 - “So?” to determine

Example Attribute and Benefits

- Attribute
 - “Powerade’s new line has been reformulated to combine the scientific benefits of sports drinks with B vitamins and to speed up energy metabolism.”
- So?
- Benefit
 - “So, you’ll satisfy your thirst with a great-tasting drink that will power you throughout the day.”

Common Advertising Appeals

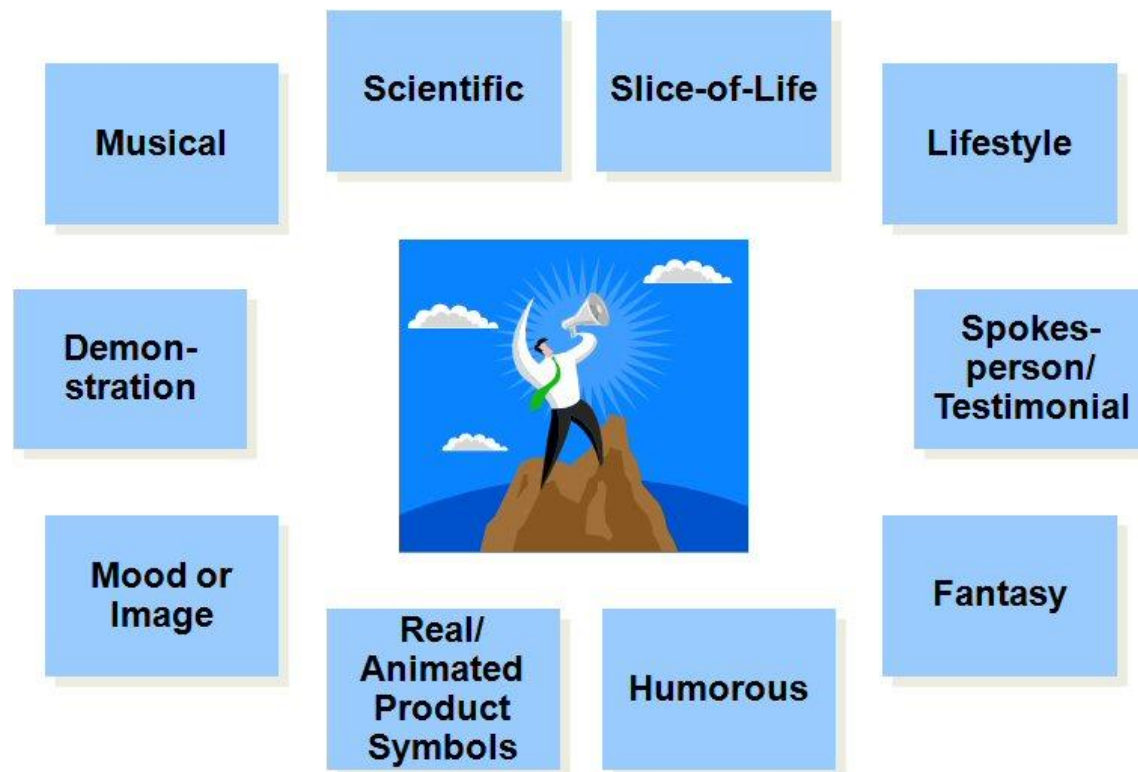
Profit	Product saves, makes, or protects money
Health	Appeals to body-conscious or health seekers
Love or romance	Used in selling cosmetics and perfumes
Fear	Social embarrassment, old age, losing health
Admiration	Reason for use of celebrity spokespeople
Convenience	Used for fast foods and microwave foods
Fun and pleasure	Key to advertising vacations, beer, parks
Vanity and egotism	Used for expensive or conspicuous items
Environmental Consciousness	Centers around environmental protection

Unique Selling Proposition (USP)

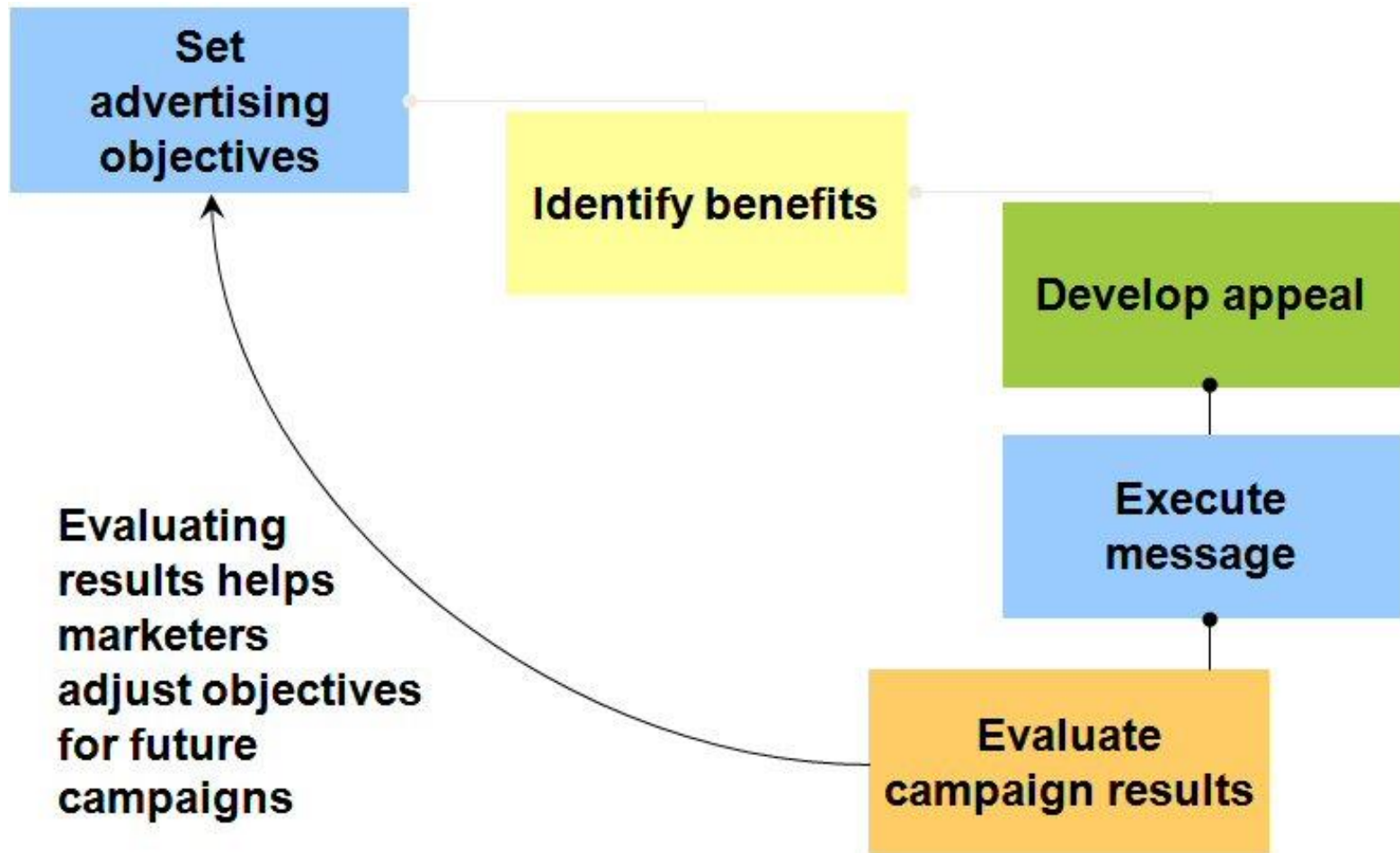
- A desirable, exclusive, and believable advertising appeal selected as the theme for a campaign.
- The USP (unique selling proposition) concept conveys core benefits to the target audience. The best USPs stand the test of time.
- Examples:
 - Red Bull . . . Gives You Wings
 - United Negro College Fund . . . A mind is a terrible thing to waste.
 - Nike . . . Just Do It
 - State Farm Insurance . . . Like a good neighbor, State Farm is there
 - TNT . . . We know drama

Message Executive

- Message execution is the way an advertisement portrays its information



Creative Decisions for Ad Campaign



Media Decisions

- Media Evaluation
- Media Selection

Media Terms

TERM	WHAT IT MEANS
Reach	The number of different people or households exposed to an advertisement.
Rating	The percentage of households in a market that are tuned to a particular TV show or radio station.
Frequency	The average number of times an individual is exposed to an advertisement.
Gross rating points (GRPs)	Reach (expressed as a percentage of the total market) multiplied by frequency.
Cost per thousand (CPM)	The cost of advertising divided by the number of thousands of individuals or households that are exposed.

Advertising Media Decisions

- Monitored Media
 - Monitored by national media services
- Newspapers
- Magazines
- Yellow Pages
- Internet
- Radio
- Television
- Outdoor Media
- Unmonitored
 - No numbers/stats reported by agencies
- Direct Mail
- Trade Exhibitions
- Cooperative Advertising
- Brochures
- Coupons
- Catalogs
- Special Events

Characteristics of Major Media

Medium	Advantages	Disadvantages
Television	Wide reach. Incorporates sound and video.	High cost. A lot of channel and program options. May increase awareness of competitors' products.
Radio	Relatively inexpensive. Can be selectively targeted. Wide reach.	No video, which limits presentation. Consumers give less focused attention than TV. Exposure periods are short.
Magazines	Very targeted. Subscribers pass along to others.	Relatively inflexible. Takes some time for the magazine to be available.
Newspapers	Flexible. Timely. Able to localize.	Can be expensive in some markets. Advertisements have short life span.
Internet	Can be linked to detailed content. Highly flexible and interactive. Allows for specific targeting.	Becoming cluttered. The ad may be blocked by software on the computer.
Outdoors	Relatively inexpensive. Offers opportunities for repeat exposure.	Is not easily targeted. Has placement problems in some markets. Exposure time is very short.
Direct Marketing	Is highly targeted. Allows for personalization.	Cost can vary depending on type of direct marketing used. Traditional media, like mail, will be more expensive than newer media.

Free Newspapers?

- The new Baltimore Examiner is delivering 250,000 newspapers—at no charge and unsolicited!
- Advertising brings in the revenue for this niche publication targeting households with income of \$73,000 or more.
- The ads are \$2,900 for a full page, compared with \$17,000 for its competition, the Baltimore Sun.
- The Examiner is betting that low ad rates and the target market will be a valuable proposition to advertisers.



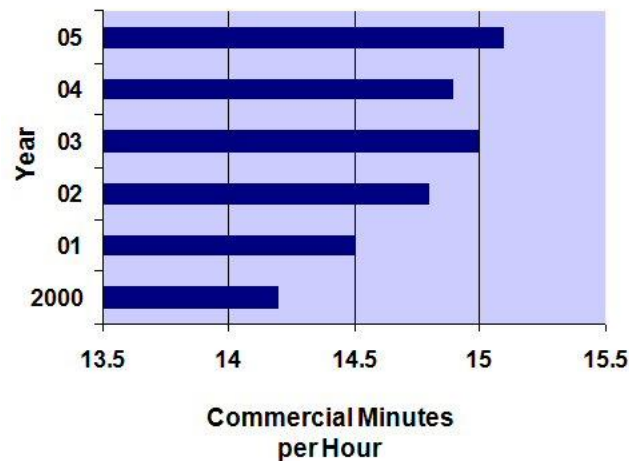
SOURCE: Joseph T. Hallinan, "Do New Free Dailies Mean Sun is Setting for Paid Newspapers?," *Wall Street Journal*, April 5, 2006, B1.

Cooperative Advertising

- An arrangement in which the manufacturer and the retailer split the costs of advertising the manufacturer's brand.
- The main sources of newspaper ad revenue are local retailers, classified ads, and cooperative advertising.
- Co-op advertising encourages retailers to devote more effort to the manufacturer's lines.

TV Advertising: Is Less More?

- The number of ads in TV shows is a longstanding complaint of viewers and advertisers.
- The media is cluttered and consumers change channels or speed through commercials on a DVR.
- Tests are being conducted to feature shorter commercial pods.



SOURCE: Suzanne Vranica,
"TV-Ad Test to Show if Less is More,"
Wall Street Journal, April 5, 2006, B3.

Advantages & Disadvantages Recap

MEDIUM	ADVANTAGES	DISADVANTAGES
Television	Reaches extremely large audience; uses picture, print, sound, and motion for effect; can target specific audiences.	High cost to prepare and run ads; short exposure time and perishable message; difficult to convey complex information.
Radio	Low cost; can target specific local audiences; ads can be placed quickly; can use sound, humor, and intimacy effectively.	No visual element; short exposure time and perishable message; difficult to convey complex information.
Magazines	Can target specific audiences; high-quality color; long life of ad; ads can be clipped and saved; can convey complex information.	Long time needed to place ad; relatively high cost; competes for attention with other magazine features.
Newspapers	Excellent coverage of local markets; ads can be placed and changed quickly; ads can be saved; quick consumer response; low cost.	Ads compete for attention with other newspaper features; short life span; poor color.
Internet	Video and audio capabilities; animation can capture attention; ads can be interactive and link to advertiser.	Animation and interactivity require large files and more time to "load." Effectiveness is still uncertain.
Outdoor	Low cost; local market focus; high visibility; opportunity for repeat exposures.	Message must be short and simple; low selectivity of audience; criticized as a traffic hazard.
Direct mail	High selectivity of audience; can contain complex information and personalized messages; high-quality graphics.	High cost per contact; poor image (junk mail).

Alternative Media

- Many alternatives in today's environment
 - Consider the product, message, and target audience!
- Shopping carts
- Computer Screen Savers
- DVDs
- Interactive Kiosks
- Ads in Movies
- Advertainment
- Floor Ads
- Subway Tunnels/ Buses
- Video Game Ads (Advergaming)
- Cell Phones (mobile advertising)

Videogame Advertising

“Advergaming”

- Microsoft plans to acquire Massive Inc., a start-up
- Ads are inserted into the game environment.
- Video games could become a large new medium for advertising.

SOURCE: Robert A. Guth and Nick Wingfield,
“Microsoft’s ‘Massive’ Move into Game Ads,” *Wall
Street Journal*, April 26, 2006, B1.

Qualitative Factors in Media Selection

- Attention to the commercial and the program
 - How much the viewing audience really engages with the program may impact their attention to the commercial (ad) as well
- Program liking
- Lack of distractions
- Other audience behaviors

Media Scheduling

- Continuous
 - Advertising is run steadily throughout the period.
- Flighted (flighting)
 - Advertising is run heavily every other month or every two weeks
- Pulsing
 - Advertising combines continuous scheduling with flighting.
 - Back-to-school season
- Seasonal
 - Advertising is run only when the product is likely to be used
 - Summer for Suntan lotion
 - Winter for cold medications

Media Scheduling on the Web

- Competition for Web advertising spots is driving up prices.
- Some Web advertisers now run campaigns based on time of day.
Examples:
 - McDonald's: breakfast meals during morning hours
 - Xerox: copier ads during the workday
 - Budweiser: beer ads on Friday afternoons
- Scheduling Web ads during prime times is a more efficient use of ad dollars and more targeted.



SOURCE: David Kesmodel, "More Marketers Place Web Ads by Time of Day," *Wall Street Journal*, June 23, 2006, B1.

Creating Ads

