Chapter Outline

I. Chapter Key Points
II. Broadcast Media
   III. Radio
   IV. Television
   V. Film and Video
   VI. Product Placement
   VII. Using Broadcast Advertising Effectively

Key Points

- Describe the structure of radio, how it is organized, its use as an advertising medium, its audience, and its advantages and disadvantages
- Explain the structure of television, how it is organized, its use as an advertising medium, the TV audience, and its advantages and disadvantages
- Outline how advertisers use film and video
- Identify advantages and disadvantages of using product placements
A Drugstore Goes Online

Broadcast Media

- Transmit sounds or images electronically
- Include radio and television
- Broadcast engages more senses than reading

The Structure of Radio

Figure 5.1
Radio Advertising

- Relies on the listener’s mind to fill in the visual element
- Delivers a high level of frequency
- Radio commercials lend themselves to repetition

Revenue Categories

- Network Radio Advertising
- Spot Radio Advertising
- Syndicated Radio Advertising

The Radio Audience

- Station fans
- Radio fans
- Music fans
- News fans
Clear Channel Radio
Makes it All About The Fans

Measuring the Radio Audience
• Dayparts
• Coverage
• Ratings

Advantages of Radio
• Target audience
• Affordability
• Frequency
• Flexibility
• Mental imagery
• High level of acceptance
Disadvantages of Radio

- Listener inattentiveness
- Lack of visuals
- Clutter
- Scheduling and buying difficulties
- Lack of control

Arbitron Radio Ratings and Media Research Information

Television

- Television advertising is embedded in television programming
- Most of the attention in media buying, and in measuring effectiveness, focuses on the performance of various shows and how they engage their audiences
The Structure of the TV Industry

- Networks: • Wired • Unwired
- Public Broadcasting Service
- Cable/Subscription
- Local
- Target Audience
  - Interactive
  - Specialty
  - TiVo
  - Syndication

Figure 9.2

Programming Options

- Specialty television
- Pay-per-view
- Program syndication
- Interactive television
- High-Definition TV
- Digital Video Recorders

Forms of Television Advertising

Figure 9.3 - The Television Advertiser's Media Choices
Sponsorships

- Advertiser assumes total financial responsibility for producing the program and providing the commercials

Participations

- Where advertisers pay for 10, 15, 20, 30, or 60 seconds of commercial time during a program

Spot Announcements

- Commercials that appear in the breaks between programs
- Price is based on program rating and daypart

<table>
<thead>
<tr>
<th>Standard Television Dayparts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Early morning</td>
<td>M-F7:00am-9:00am</td>
</tr>
<tr>
<td>Daytime</td>
<td>M-F9:00am-4:00pm</td>
</tr>
<tr>
<td>Early fringe</td>
<td>M-F4:30pm-7:00pm</td>
</tr>
<tr>
<td>Prime access</td>
<td>M-F7:30pm-8:00pm</td>
</tr>
<tr>
<td>Prime line</td>
<td>M-Sa8:00pm-11:00pm</td>
</tr>
<tr>
<td>Su7:00pm-11:00pm</td>
<td></td>
</tr>
<tr>
<td>Late news</td>
<td>M-Su11:00pm-11:30pm</td>
</tr>
<tr>
<td>Late right</td>
<td>M-Su11:30pm-1:00pm</td>
</tr>
<tr>
<td>Saturday morning</td>
<td>Sa8:00am-10:00pm</td>
</tr>
<tr>
<td>Weekend afternoon</td>
<td>Sa-Su1:00pm-7:00pm</td>
</tr>
</tbody>
</table>

Table 9.3
Measuring the Television Audience

- Rating points
- Share of audience
- Gross Rating Points
- People meters

Advantages of Television

- Pervasiveness
- Cost-efficiency
- Impact

Disadvantages of Television

- Production costs
- Clutter
- Wasted reach
- Inflexibility
- Intrusiveness
Film and Video

- Trailers
- Videocassette and DVD distributors also placing ads before movies
- Promotional video networks in stores, offices, truck stops, etc.

Advantages of Film and Video

- Play to a captive audience
- Attention level is higher than for almost any other form of commercials
Disadvantages of Film and Video

- Captive audience resents intrusion of ads

Product Placement

- When a company pays to have verbal or visual brand exposure in a movie or TV program

Advantages of Product Placement

- Demonstrates product usage in a natural setting by celebrities
- Catches audience when resistance to ads is low
Disadvantages of Product Placement

• May not be noticed
• Not a match between product/movie/audience


Discussion Questions
Discussion Question 1

- You are a major agency media director who has just finished a presentation to a prospective client in convenience food marketing. During the Q-and-A period, a client representative says:
  - “We know that network television viewers’ loyalty is nothing like it was 10 or even 5 years ago because so many people now turn to cable and VCRs. There are smaller audiences per program each year, yet television-time costs continue to rise. Do you still believe we should consider commercial television as a primary medium for our company’s advertising?”
- How would you answer?

Discussion Question 2

- Advertisers fear that audiences react to long commercial groupings by using the remote control for the television set or the tuner on the radio to steer to a different channel.
- Some have proposed that advertisers should absorb higher time costs to reduce the frequency and length of commercial interruptions.
- Others argue that broadcasting should reduce the number of commercials sold and also reduce program advertising even if it means less profit for broadcasters.
  - Which of these remedies would be better?

Discussion Question 3

- You are the media planner for a cosmetics company introducing a new line of makeup for teenage girls.
- Your research indicates that television advertising will be an effective medium for creating awareness about your new product line.
  - How do you design a television advertising strategy that will reach your target market successfully?
  - What stations do you choose? Why?
  - What programs and times do you choose? Why?
  - Do you consider syndicated television? Why or why not?
  - What advertising forms do you use and why?