

SUPPORT MEDIA

Why is it Used?

- Create Awareness
- Get Attention
- Enhance Retention (memory for your product)

Promotional Products Marketing

- Ad specialties
- Premiums
- Business Gifts
- Awards
- Prizes
- Commemoratives

Out of Home Media

- Outdoor
- In-store
- Transit
- Advertising in Movie Theaters
- Yellow Pages
- Place-based Media
- POP – Point of Purchase

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|----------------------|------------------|
| ■ Aerial Advertising | ■ In-Store Media |
| ■ Sky Banners | ■ Signs |
| ■ Sky Writing | ■ Video |
| ■ Blimps | ■ Kiosks |
| ■ Mobile Billboards | |
| ■ Trucks | |
| ■ Vans | |
| ■ Trailers | |

Special Outdoor Media

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

Product Placement

In Movies

BMW

Product Placement

In TV Programming

Colgate Total

Quaker Oatmeal

In Flight Ads

United Airlines

Discovery Channel

Name That Media

Advantages

- Mass coverage
- High reach
- Impact of sight, sound, and motion
- High prestige
- Low cost per exposure
- Attention getting
- Favorable image

Disadvantages

- Low selectivity
- Short message life
- High absolute cost
- High production costs
- Clutter

Television



Advantages

- Local coverage
- Low cost
- High frequency
- Flexible
- Low production costs
- Well-segmented audiences

Disadvantages

- Audio only
- Clutter
- Low attention getting
- Fleeting message

Radio



Advantages

- Segmentation potential
- Quality reproduction
- High information content
- Longevity
- Multiple readers

Disadvantages

- Long lead time for ad placement
- Visual only
- Lack of flexibility

Magazines



Advantages

- High coverage
- Low cost
- Short lead time for placing ads
- Ads can be placed in interest sections
- Timely (current ads)
- Reader controls exposure
- Can be used for coupons

Disadvantages

- Short life
- Clutter
- Low attention-getting capabilities
- Poor reproduction quality
- Selective reader exposure

Newspapers



Advantages

- Location specific
- High resolution
- Easily noticed

Disadvantages

- Short exposure time requires simple ad
- Poor image
- Local restrictions

Outdoor



Advantages

- High selectivity
- Reader controls exposure
- High information content
- Opportunities for repeat exposures

Disadvantages

- High cost/contact
- Poor image (junk mail)
- Clutter

Direct Mail



Advantages

- User selects product information
- User attention and involvement
- Interactive relationship
- Direct selling potential
- Flexible message platform

Disadvantages

- Limited creative capabilities
- Web snarl (crowded access)
- Technology limitations
- Few valid measurement techniques
- Limited reach

Internet/Interactive Media



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