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

Special Outdoor Media
- Parking meters
- ATM displays
- Trash cans
- Ski lift poles
- Aerial Advertising
- Sky Banners
- Sky Writing
- Blimps
- Mobile Billboards
  - Trucks
  - Vans
  - Trailers
- In-Store Media
  - Signs
  - Video
  - Kiosks
- Car top signs
- Sidewalk signs
- Garden plantings
- Wall drawings
Product Placement

In Movies

BMW

Product Placement

In TV Programming

Colgate Total

Quaker Oatmeal

In Flight Ads
Name That Media

United Airlines

Discovery Channel

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

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

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

Television
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