

MarCom Media Choices

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Mold A Message to the Medium

Television

“The Intrusive Medium”

- TV in 98% of US homes
- Average home watches 8+ hours daily
- Large & diverse demographic
- About 1:15 to tell your story
- **Marcom Tip: fast edits, few details, vivid video, appropriate audio.**



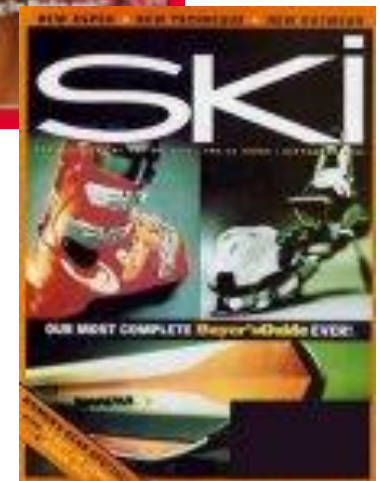
Radio

- Musical formats targeting specialized audiences
- Listen 2-3 hours daily, especially during drive-time
- Precise audience, usually doing something else
- **Marcom Tip: Few details but lively – Fun! Now! Important!**
- About :30 to tell your story



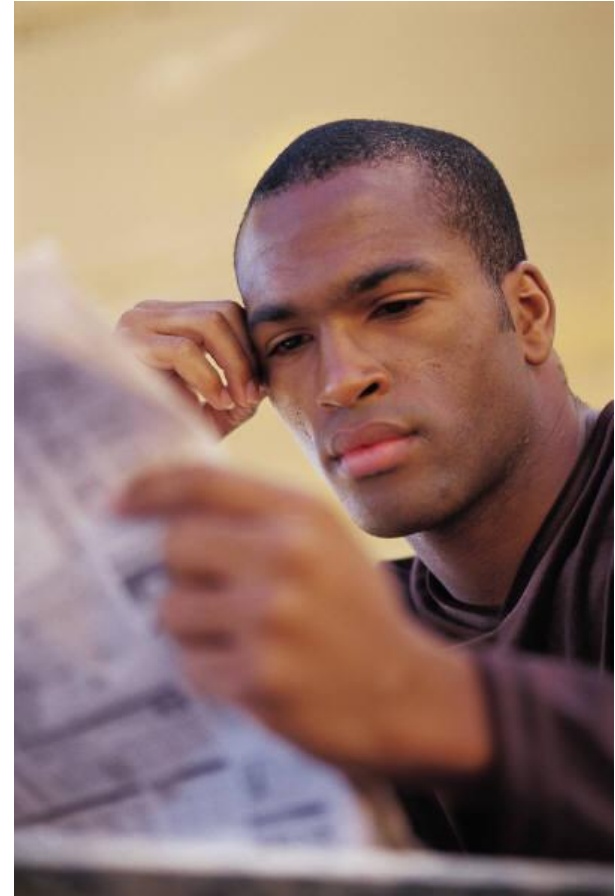
Magazines

- Weekly/monthly publications, large geographic reach
- Large but precise audience
- Long lag time between story and publication
- A page or two to tell your story.
- **Marcom Tip: Refined message according to specific demographic**



Newspapers

- Daily / weekly publications
- Broad demographics, deep local reach
- Fast coverage. Unlimited space, depending upon worthiness of story.
- **Marcom Tips:** Lots of background, lots of detail (5 Ws), attractive static visuals.



Outdoor

- Billboards, posters, signs on taxis, buses, trains, subways, etc.
- \$5-billion yearly, growing in sales and respectability
- 3-second 'glance' medium
- **Marcom Tip:**
Brief but resonant message & image



Direct Mail

- \$43-billion per year on direct mail
- 90-billion pieces of direct mail in US
- 30-cents to \$2.00 per piece
- 22-percent say they would buy product
- Demographic: under 55; +\$50,000
- **Marcom Tip:**
Quick! How will this message benefit you?



New Media

- New Media: Internet, cell phones, PDAs, ATMs, in-store terminals, etc.
- Many people spend less than 10 seconds per website page, less than that reading marketing email.
- New media message has to be well-targeted, succinct, unambiguous, interactive, useful.
- **Marcom Tip:** Use multimedia strengths of new media: animation, video and audio clips, database access, immediately useful stuff.



Advertising Dilemma

- “I know half of the money I spend on advertising is wasted, but I can never find out which half.”

John Wanamaker,
Department store pioneer



(1838-1922)

Guerrilla Marketing



Anti-landmine campaign in Australia.

Marcom Tip: situational relevance, timely resonance, brief yet formidable message.