

Get Action

Always ask for the sale. Summarize the reasons to buy. Be sure to have your logo, slogan, brand name, and contact information at the bottom right-hand corner of the print ad (the North American reader looks at a printed page from top to bottom, left to right, and always ends in the bottom right-hand corner). Both print and broadcast ads should repeat a phone number or simple website address to encourage consumers to find out more or even order online. Retail advertisers should include the store address and hours. A map is helpful. Limited-time offers are effective ways of providing a reason to “buy now.” All advertising should be about buying now.

Types of Advertising

Advertising is the paid-for promotion of a business’s goods and services over a variety of mass media to a target market of consumers. Businesses pay a great deal of money to advertise, and they carefully control what their ads say. In other words, an advertisement gives only the advertiser’s point of view.

Publicity is media information about a business that the business doesn’t pay for. Publicity can be either positive or negative. As a result, it is more believable than advertising. Many companies try to control their publicity by hiring public relations firms. Public relations firms try to influence the media to use only positive stories about their clients. In fact, public relations firms often write and distribute positive stories about the businesses they represent, hoping that the media will use them.

We see, hear, and read hundreds of advertisements every day. Ads are played during movie previews at the cinema and during our favourite television programs each night. We hear advertising messages on the radio when we wake up. We read ads on buses and in subway stations; in magazines, newspapers, and flyers; and on the Internet. Most often, advertising is classified by the type of medium that is used to carry the message: direct-to-home, out-of-home, radio and television (broadcast media), newspapers, magazines, and the Internet.

Oops!

In 1996, Clearly Canadian Beverage Corporation introduced a soft drink called Orbitz. Orbitz contained edible balls of a somewhat chewy substance. The balls gave Orbitz a unique look, but made many consumers reject the product. The balls had the consistency of tiny oysters, and lots of people didn’t like drinking solid things, instead of just a liquid.



Although Orbitz looked cool, it was not the number one beverage that customers turned to in order to quench their thirst!

Direct-to-home

Any advertising message that comes to your home, such as a flyer or catalogue, is a **direct-to-home advertisement**. Advertisements on the Internet, which are quite new, are also considered direct-to-home advertisements. Businesses are still testing the effectiveness of Internet advertisements, which are usually interactive graphic banners across web pages. Consumers do not ask or pay for direct-to-home advertisements, and residents often ignore them or throw them out.

Out-of-home

Out-of-home advertising is any advertising message that the consumer is supposed to receive while not at home. These messages are sometimes carried on billboards, which can reach 100 percent of a city's mobile population if the advertiser rents the right number of billboards. Out-of-home ads are also shown in buses, subways, and transit shelters. Some advertisers have their ads painted on the outside of buses, making each ad a billboard in transit. These ads attract consumers' attention during the commute to and from work, school, shopping, or entertainment. Clever advertisements also provide an interesting diversion for bored or weary travellers.



Advertisements are placed in all kinds of places, including on buses and train cars.

Radio

Because the radio is often playing in the background, many people call it the “go anywhere” medium. Clock radios wake us up; car radios entertain us on the way to school or work; desk radios keep us amused while we work; radios at the cottage or beach help us relax. Effective radio advertisements skillfully use words and sound effects to draw us in. Although we may never have seen a flying crocodile, we can certainly imagine one when it’s described. In fact, you’re probably imagining one right now. (What kind of sound effect would you use?)

Television

Because television combines words, sounds, and images, it is an extremely effective advertising medium. It is also very expensive. Nonetheless, television has the size of audience that many businesses want. Millions of people watch popular television shows and sporting events. Some programs appeal to a particular group of consumers. Others reach a large, general audience. If a television advertisement is creative and well made, a large percentage of the target audience will remember the product’s name, and many will purchase the product. If an advertisement is especially creative, it may become popular itself.

Newspapers

Businesses advertise in both local and national newspapers. Small companies usually advertise in just local papers, while large companies might advertise both locally and nationally. It can be expensive to place a large ad in a newspaper, but inexpensive to place a small ad in the classified section.

Magazines

Magazines offer advertisers many advantages over newspapers. Magazines print colour advertisements, which attract consumers to the product. Many advertisers use specialty magazines to target specific groups of consumers. They advertise products that appeal to skiers, for example, in *Ski Magazine*. *Flare* has advertisements for fashions for young women. Advertisements for stores that sell bridal gowns appear in *Brides* magazine. Other magazines target specific demographics. There are magazines for men, women, business executives, new parents, young people, and senior citizens. General interest magazines, such as *People* or *Maclean’s*, have enormous readerships and appeal to a large cross-section of people.

Business Fact

A 30-second commercial spot during the televised broadcast of the 2006 Super Bowl football game cost an average of US\$2.6 million. By way of comparison, 30-second ads on prime time typically run about \$400 000.

In the News

U.S. consumers are much more experienced and comfortable purchasing from e-tailers these days, according to a recent study by comScore, a Virginia market research firm. The study shows that online shopping increased 24% during the 2005 Christmas season, reaching US\$9.75 billion between November 1 and December 2, 2005. Online shoppers bought a wider variety of products and also showed increased willingness to spend on expensive items than during the same period the previous year. The Nielsen/NetRatings reported, however, that 18% of online shoppers generate 46% of total spending. Consequently, e-tailers need to identify these buyers and come up with ways to attract, retain, and reward them.

The Internet

There are three types of Internet advertising: company websites, banner advertising on other websites, and e-mail advertising. Company website advertising attracts consumers who are interested in the company in the first place (enough to look it up). This is a good action medium, as it can easily convert interest into sales. Banner ads can target consumers on one website and direct them to another (if you are looking up a website on skateboarding, for example, a skateboard shoe company like Vans could have an effective banner ad on the site). E-mail advertising is a bit of a mixed bag. If consumers have subscribed to a specific site and are expecting updates, offers, and advertising, then e-mail advertising can be very effective. But it can be very annoying to get messages from companies you don't know. This type of non-permission-based e-mail is called spamming.

Comparing Types of Advertising

Advertisers use eight categories to compare media and select the right one for their advertising. The categories are as follows:

- b · **Reach:** The number of people who are exposed to a message. Magazines express reach as circulation. Television describes it as ratings. Super Bowl ads reached 140 million people, for example.
- b · **Frequency:** The number of times an audience will see or hear the advertisement over a given period of time. To get frequency on some media (such as radio) requires payment for each placement. Some media have frequency built in. A billboard will be seen 20 times a month by commuters who take the same route to work each day, and a bus advertisement might be seen 40 times a month by the same audience.
- b · **Selectivity:** The ability of the medium to focus on a target audience. Internet advertising can be very selective (skateboard ads on skateboard websites), while television ads are only slightly selective (female products advertised on shows that attract more women than men).
- b · **Durability:** How long the advertisement lasts in the house. Television ads survive 30 seconds. Newspaper