

Types of Media Options

Print Media: Newspapers and Magazines

Magazines and newspapers are an important part of our lives. For many consumers, newspapers are their primary source of product information. They would not think of going shopping without checking to see who is having a sale or clipping coupons from the weekly food section or Sunday inserts. Many people read a number of different magazines each week or month to become better informed, or simply entertained. Individuals employed in various occupations rely on business magazines to keep them updated about trends and developments in their industries as well as in business in general. While most of us are excessively involved with the print media, it is important to keep in mind that only few newspapers or magazines could survive without the support of advertising revenue.

The Role of Newspapers and Magazines

The role of newspapers and magazines in the advertiser's media differs from that of the broadcast media because they allow the presentation of detailed information that can be processed at the reader's own pace. The print media are not intrusive, like radio and TV, and they generally require some effort on the part of the reader for the advertising message to have an impact. For this reason, newspapers and magazines are often referred to as "high involvement media". Newspapers are received in nearly two-thirds of Indian households daily. Most magazines, however, reach a very selective audience. Like radio, they can be valuable in reaching specific types of consumers and market segments. While both magazines and newspapers are print media, the advantages and disadvantages of the two are quite different, as are the types of advertising each attracts.

Newspapers

Newspapers are the largest of all advertising media in terms of total rupee volume. They are an especially important advertising medium to local advertisers, particularly retailers. However, newspapers are also valuable to national advertisers. Many of the advertising rupees spent by local retailers are actually provided by national advertisers through cooperative advertising programs.

Advantages of Newspapers

Newspapers have a number of characteristics that make them popular among both local and national advertisers. These include their extensive penetration of local markets, flexibility, geographic selectivity, reader involvement, and special services.

1. **Extensive penetration** - One of the primary advantages offered by newspapers to an advertiser is the high degree of market coverage or penetration. In most urban areas, 50

percent or more of households read a daily newspaper, and the reach figure may exceed 70 percent among households with higher incomes and education levels. The extensive penetration of newspapers makes them a truly mass medium and provides advertisers with an excellent opportunity for reaching all segments of the population with their message.

2. **Flexibility** - Another advantage of newspapers, is the flexibility they offer to the advertisers. First, they are flexible in terms of requirements for producing and running the ads. Newspaper ads can be written, laid out, and prepared in a matter of hours. For almost all dailies, the closing time by which the ad must be received is usually only 24 hours before publication (although closing dates for special ads, such as those using colour, and Sunday supplements are longer). The short production time and closing dates make newspapers an excellent medium for responding to current events or presenting timely information to consumers.
3. **Creativity** - Newspapers provide various creative options to the advertisers. Their ads can be produced and run in various sizes, shapes, and formats; they can use colour or special inserts to gain the interest of readers. Ads can be run in Sunday magazines or other supplements, and a variety of scheduling options are possible, depending on the advertiser's purpose.
4. **Geographic selectivity** - Newspapers generally offer advertisers more geographic or territorial selectivity than any other medium except direct mail. Advertisers can vary their coverage by choosing a paper -- or combination of papers -- that reaches the areas with the greatest sales potential. National advertisers take advantage of the geographic selectivity of newspapers to concentrate their advertising in specific areas they can't reach with other media or to take advantage of strong sales potential in a particular area.
5. **Reader involvement and acceptance** - Another important feature of newspapers is consumers' level of acceptance and involvement with papers and the ads they contain. The typical daily newspaper reader spends time each day reading the weekday newspaper and even more time reading the Sunday paper. Most consumers rely heavily on newspapers not only for news, information, and entertainment, but also for assistance with consumption decisions. Many consumers actually purchase a newspaper, because of the advertising it contains. Consumers use retail ads to determine product prices and availability and to see who is having a sale. One aspect of newspapers that is helpful to advertisers is readers' knowledge about particular sections of the paper. Most of us know that ads for automotive products and sporting goods are generally found in the sports section, while ads for financial services are found in the business section.
6. **Services offered** - The special services, the newspapers offer can be valuable to advertisers. For example, many newspapers offer merchandising services and programs to manufacturers that make the trade aware of ads being run for the company's product and help convince local retailers that they should stock, display, and promote the item. Many newspapers are also excellent sources of local market information through their

knowledge of market conditions and research like readership studies and consumer surveys. Newspapers can also assist small companies through free copywriting and art services. Small advertisers without an ad agency or advertising department often rely on the newspaper to help them write and produce their ads.

7. **Editorial prestige** - Both retail and national advertisers like to associate themselves with the editorial prestige which most newspapers enjoy, because a part of it is passed on to the advertisement also.
8. **Reader controls exposure** - Because readers can scan, skip, or plod through the paper, they need not suffer the boredom or resentment they might undergo in the broadcast media. Through newspapers the advertiser can tell consumers about what the merchandise looks like, how much it costs, and where they can get it. Readers can take as much or as little time as they want in reading the ad and can refer to it later if they like.
9. **Relatively low cost** - In comparison to other media such as television and magazines, the cost of making a newspaper ad as well as the cost of getting it printed is low.
10. **Widest possible coverage** - Newspaper can reach people from all the sections of the society -- rich or poor, young or old, and people from all castes, creed, religion or sex.

Limitations of Newspapers

While newspapers have many advantages, like all media they also have disadvantages that media planners must consider. The limitations of newspapers include their reproduction problems, short life span, lack of selectivity, and clutter.

1. **Poor reproduction** - One of the greatest limitations of newspapers as an advertising medium is their poor reproduction quality. The coarse paper used for newspapers and the absence of colour, limit the quality of most newspaper ads. Newspapers have improved their reproduction quality in recent years, and colour reproduction has become more available. Also, advertisers desiring high-quality colour in newspaper ads can turn to such alternatives as freestanding inserts or Sunday supplements. However, these are more costly and may not be affordable to many advertisers.
2. **Short life span** - Unlike magazines, which may be retained around the house for several weeks, a daily newspaper is generally kept for less than a day. So an ad is unlikely to have any impact beyond the day of publication, and repeat exposure is very unlikely. Compounding this problem are the short amount of time many consumers spend with a newspaper and the possibility that they may not even open certain sections of the paper. Media planners can offset these problems somewhat by using high frequency in the newspaper schedule and advertising in a section where consumers who are in the market for a particular product or service are likely to look at it.
3. **Lack of selectivity** - While newspapers can offer advertisers geographic selectivity, they are not a selective medium in terms of demographics or lifestyle characteristics. Most

newspapers reach broad and very diverse groups of consumers, which makes it difficult for marketers to focus on narrowly defined market segments.

4. **Clutter** - Newspapers, like most other advertising media, suffer from clutter. The advertisers' message must compete with numerous other ads for a consumer's attention and interest. Thus, it can be difficult for a newspaper advertiser to break through the clutter without using costly measures such as large space buys or colour.
5. Only for **literate population**.
6. **Shorter Life Span** - Life for only 24 hours.

Magazines

Over the past several decades, magazines have grown rapidly to serve the educational, informational, and entertainment needs of a wide range of readers in both the consumer and business markets. Magazines are the most specialized of all advertising media. There is a magazine designed to appeal to nearly every type of consumer in terms of demographics, lifestyle, activities, interests, fascination. Numerous magazines are targeted toward specific businesses and industries as well as toward individuals engaged in various professions. The wide variety makes magazines an appealing medium to a vast number of advertisers. Although TV accounts for the largest rupee amount of advertising expenditure among national advertisers, more companies advertise in magazines than in any other medium.

Advantages of Magazines

Magazines have a number of characteristics that make them attractive as an advertising medium. Strengths of magazines include their selectivity, excellent reproduction quality, creative flexibility, permanence, prestige, readers' high receptivity and involvement, and services they offer to advertisers.

1. **Selectivity** - One of the main advantages of using magazines as an advertising medium is their selectivity, or ability to reach a specific target audience. Magazines are the most selective, of all media except direct mail. Most magazines are published for special-interest groups. In addition to providing selectivity, based on interests, magazines can provide advertisers with high demographic and geographic selectivity. Demographic selectivity or the ability to reach specific demographic groups is available in two ways. First, most magazines are, as a result of editorial content, aimed at fairly well defined demographic segments. *Cosmopolitan*, *Femina*, *Women's Era* are read predominately by women. A second way magazines that offer demographic selectivity is through special editions. Even magazines that appeal to broaden audiences, such as *Reader's Digest*, *Time*, *Newsweek* can provide a high degree of demographic selectivity through their special demographic editions. Geographic selectivity lets an advertiser focus ads in certain cities or regions. One way to achieve geographic selectivity is by using a magazine that is targeted toward a particular area.

2. **Reproduction quality** - One of the most valued attributes of magazine advertising is the reproduction quality of the ads. Magazines are generally printed on high quality paper stock and use printing processes that provide excellent reproduction in black-and-white or colour. Since magazines are a visual medium where the illustrations are often a dominant part of an ad, this is a very important property.
3. **Creative flexibility** - In addition to their excellent reproduction capabilities, magazines also offers advertisers a great deal of flexibility in terms of the type, size, and placement of the advertising material. Some magazines offer (often at extra charge) a variety of special options that can enhance the creative appeal of the ad and increase attention and readership. Examples include gatefolds, bleed pages, and inserts.
4. **Permanence** - Another distinctive advantage offered by magazines is their long lifespan. TV and radio are characterized by fleeting messages that have a very short lifespan; newspapers are generally discarded soon after being read. Magazines, however, are generally read over several days and are often kept for a reference. They are retained in the home longer than any other medium and are generally referred to on several occasions.
5. **Prestige** - Another positive feature of magazine advertising is its editorial prestige. The product or service with a favourable image may gain from advertising in prestigious publications.
6. **Consumer receptivity and involvement** - With the exception of newspapers, magazines are more receptive to advertising than any other medium, because the information they contain interests the reader, and ads provide additional information that may be of value in making a purchase decision.
7. **Services** - A final advantage of magazines is the special services some publications offer to advertisers. Some magazines have merchandising staffs that call on trade intermediaries like retailers to let them know a product is being advertised in their publication and to encourage them to display or promote the item. Another important service offered by some magazines is split runs, where two or more versions of an ad are printed in alternate copies of a particular issue of a magazine. It allows the advertisers to determine which ad generates the most responses or inquiries, providing some evidence as to their effectiveness.

Limitations of Magazines

Although the advantages offered by magazines are considerable, they have certain drawbacks too. These include the costs of advertising, their limited reach and frequency, the long lead time required in placing an ad, and the problem of clutter and heavy advertising competition.

1. **Costs** - The costs of advertising in magazines vary according to the size of the audience they reach and their selectivity. Advertising in large mass-circulation magazines can be very expensive.

2. **Limited reach and frequency** - Magazines are generally not as effective as other media in offering reach and frequency. While a sizeable percentage of adults in India read one or more consumer magazines each month, the percentage of adults reading any individual publication tends to be much smaller, so magazines have a thin penetration of households.
3. **Long lead time** - Another drawback of magazines is the long lead time needed to place an ad. Most major publications have a 30-to-90 day lead time, which means space must be purchased and the ad must be prepared well in advance of the actual publication date. No changes in the art or copy of the ad can be made after the closing date. This long lead time means magazine ads cannot be as timely as other media, such as radio or newspapers, in responding to current events or changing market conditions.
4. **Clutter and competition** - While the problem of advertising clutter is generally discussed in reference to the broadcast media, magazines also have this drawback. The clutter problem for magazines is something of a paradox: The more successful a magazine becomes, the more advertising pages it attracts, and this leads to greater clutter. In fact, magazines generally gauge their success in terms of the number of advertising pages they sell.
5. **Only for literates.**

Broadcast Media: Television and Radio

Television and radio have much in common, as media of communication. Unlike newspapers and magazines, television and radio are time rather than space-oriented. Both media's market their time in segments ranging from a few seconds to an hour or more. Both have the same three general classes of time to sell-network, spot, and local.

Television

Television is the ideal advertising medium for some advertisers. Its ability to combine visual images, sound, motion, and colour presents the advertiser with the opportunity to develop the most creative and imaginative appeals of any medium. Television has grown faster than any other advertising medium. The increase in television stations has been almost spectacular. With the satellite connectivity around 80 per cent of the country is connected by television, which clearly makes it a mass medium. The total advertising expenditure in television has gone up from zero to billions of rupees. Since a major portion of this is on national advertising, television is now leading medium for national advertisers.

Advantages of Television Advertising

TV has numerous advantages over other media, including creativity and impact, coverage and cost effectiveness, captivity and attention, selectivity and flexibility and so on. Some of the important ones are listed as under"

1. **Creativity and impact** - Perhaps the greatest advantage of TV is the opportunity it provides for presenting the advertising message. The interaction of sight and sound offers tremendous creative flexibility and makes possible dramatic, lifelike representations of products and services. TV commercials can be used to convey a mood or image for a brand as well as to develop emotional or entertaining appeals that help make a dull product appear interesting.
2. **Demonstration effect** - Television is also an excellent medium for demonstrating a product or service. For example, print ads are effective for showing a car and communicating information regarding its features, but only a TV commercial can put you in the driver's seat and give you the sense of actual driving.
3. **Coverage and cost effectiveness** - Television advertising makes it possible to reach large audiences. Nearly everyone, regardless of age, sex, income, or educational level, watches at least some TV. Most people do so on a regular basis. Marketers selling products and services that appeal to broad target audiences find that TV lets them reach mass markets, often in a very cost effective manner.
4. **Captivity and attention** - Television is basically intrusive in that commercials impose themselves on viewers as they watch their favourite programs. Unless we make a special effort to avoid commercials, most of us are exposed to thousands of them each year.
5. **Selectivity and flexibility** - With the growth of cable TV, advertisers refine their coverage by appealing to groups with specific interests such as sports, news, history, music, as well as specific demographic groups. Advertisers can also adjust their media strategies to take advantage of different geographic markets through local or spot ads in specific market areas. Ads can be scheduled to run repeatedly to take advantage of special occasions.
6. **Use of appeals** - Advertisers can use different appeals in various markets as they deem desirable through television as a medium. The impact of emotional appeals can be highlighted only through television in the most impressive manner.
7. **Least effort** - In television commercials, use of both audio as well as visual aids is made. So it calls for least effort on the part of the target audience to get the message across. As against this in print media, people have to read and understand the message, calling for tremendous effort on the part of the target audience.

Limitations of Television Advertising

Although television is unsurpassed from a creative perspective, the medium has several disadvantages that limit or preclude its use by many advertisers. Some of them are listed as under:

1. **Costs** - Despite the efficiency of TV in reaching large audiences, it is an expensive medium in which to advertise. The high cost of TV stems not only from the expense of

buying airtime, but also from the costs of producing a quality commercial. The high costs of producing and airing commercials often force small and medium-sized advertisers out of the market.

2. **Lack of selectivity** - Audience selectivity is improving as advertisers target certain groups of consumers through the type of program or day and/or time when they choose to advertise. However, TV still does not offer as much audience selectivity as radio, magazines, newspapers, or direct mail for reaching precise segments of the market.
3. **Fleeting message** - TV commercials usually last only 30 seconds or less, and leave nothing tangible for the viewer to examine or consider. Commercials have become shorter and shorter as the demand for a limited amount of broadcast time has intensified and advertisers try to get more impressions from their media budgets.
4. **Clutter** - The problems of fleeting messages and shorter commercials are compounded by the fact that the advertiser's message is only one of many spots and other nonprogramming material seen during a commercial break, so it may have trouble being noticed. One of advertisers' greatest concerns with TV advertising is the potential decline in effectiveness because of such clutter.
5. **Limited viewer attention** - When advertisers buy time on a TV program, they are not purchasing guaranteed exposure but rather the opportunity to communicate a message to a large number of consumers. But there is increasing evidence that the size of the viewing audience shrinks during a commercial break. People leave the room to go to the bathroom or to get something to eat or drink, or they are distracted in some other way during commercials. Getting consumers to pay attention to commercials has become an even greater challenge in recent years. The increased presence of VCRs and remote controls has led to the problems of zipping and zapping. Zipping occurs when customers fast forward to commercials, as they play back a previously recorded program. Zapping refers to changing channels to avoid commercials. The networks use sudden tactics to hold the viewer's attention, such as previews of the next week's show or the short closing scenes at the end of a program. Some advertisers believe that the ultimate way to zap-proof commercials is to produce creative advertising messages that will attract and hold viewers' attention. As more viewers gain access to remote controls, and the number of channels increases, the zapping problem is likely to continue.
6. **Distrust and negative evaluation** - Viewers dislike TV advertising when they believe it is offensive, uninformative, or shown too frequently or when they do not like its contents. Also, concern has been raised about the effects of TV advertising on specific groups, such as children or the elderly.
7. **Mortality rate** - The sheer impact of television causes both programs and commercials to wear out at a rate unparalleled in other media. Public tastes in entertainers, program formats, and commercial approaches are ephemeral and requires constant checking.

Radio

Television has often been referred to as the ideal advertising medium, and to many people it personifies the glamour and excitement of the industry. Radio, on the other hand, does not enjoy much of a respect from many advertisers. Dominated by network programming and national advertisers before the growth of TV, radio has evolved into a primarily local advertising medium.

Network Advertising

It generally accounts for less than 5 percent of radio's revenue. Radio has also become a medium characterized by highly specialized programming appealing to very narrow segments of the population. With the launch of television in India in the 80s radio lost its glamour to a large extent. But in the year 2000, with various FM channels coming up, radio has been able to regain its lost popularity. Today radio is considered as a highly popular medium with young generation, mainly because of the popularity of various FM channels. Some of the FM channels are also meant to target a specially marked audience, such as women, which provide this medium the benefit of selectivity as well. Radio has survived and flourished as an advertising medium because it offers advertisers certain advantages for communicating messages to their potential customers. However, radio has inherent limitations that affect its role in the advertiser's media strategy.

Advantages of Radio Advertising

Radio has many advantages over other media, including cost and efficiency, selectivity, flexibility, mental imagery, integrated marketing opportunities etc. Some of the important ones are listed as under:

1. **Cost and efficiency** - One of the main strengths of radio as an advertising medium is its low-cost. Radio commercials are very inexpensive to produce. They require only a script of the commercial to be read by the radio announcers or a copy of the pre-recorded message that can be broadcast by the station. The cost for radio time is also low. The low cost of radio means advertisers can build more reach and frequency into their media schedule within a certain budget. Radio commercials can be produced more quickly than TV spots, and the companies can run them more often.
2. **Selectivity** - Another major advantage of radio is the high degree of audience selectivity available through the various program formats and geographic coverage of the numerous stations. Radio lets companies focus their advertising on specialized audiences such as certain demographic and lifestyle groups. Most areas have radio stations, which format such programs as adult contemporary, classical music, news, talk shows, top 20, to name a few. Some of the radio programs are meant exclusively for women and children. This provides radio geographic selectivity as well as target audience selectivity.

3. **Flexibility** - Radio is probably the most flexible of all the advertising media because it has a very short closing period, which means advertisers can change their message almost up to the time it goes on the air. Radio commercials can usually be produced and scheduled on a very short notice. Radio advertisers can easily adjust their messages to local market conditions and marketing situations.
4. **Mental imagery** - A potential advantage of radio that is often overlooked is that it encourages listeners to use their imagination when processing a commercial message. While the creative options of radio are limited, many advertisers take advantage of the absence of a visual element to let consumers create their own picture of what is happening in the radio message. Radio may also reinforce television messages through a technique called image transfer, where the images of a TV commercial are implanted into a radio spot. The idea is that when consumers hear the radio message, they will make the connection to a TV commercial, reinforcing its video images. Image transfer offers advertisers a way to make radio and TV ads work together synergistically.
5. **Integrated marketing opportunities** - Radio provides marketers with a variety of integrated marketing opportunities. Radio stations become an integral part of many communities, and the DJs and program hosts may become popular figures. Advertisers often use radio stations and personalities to enhance their involvement with a local market and to gain influence with their local retailers. Radio also works very effectively in conjunction with place-based/point-of-purchase promotions. Retailers often use on-site radio broadcasts, combined with special sales or promotions to attract consumers to their stores and get them to make a purchase. Live radio broadcasts are also used in conjunction with events marketing.
6. **Widest possible geographic coverage** - Radio can and does reach almost every where, in India. Even at those places, where there is no television connectivity, people cannot read and write, still, they do have a radio or a transistor with the help of which they connect themselves with the rest of the world. This makes radio a truly mass media.
7. **Mobility** - Radio is extremely mobile. It follows the listener's from room to room, goes to the beach, and rides in the car. There are few places it cannot go. It can even follow workers to their place of business.
8. **Mass appeal** - Radio as a medium is good for people from all the backgrounds, whether they are rich or poor, literate or illiterate, from every religion, caste, creed, or sex.
9. **Audio element** - It depends solely on the spoken words in human voice. Listeners can hear the programs and the commercials, while doing other things such as driving a car or doing other household work. The touch of human voice also adds to the reception of radio commercials. Human voice has a warmth and persuasiveness in conveying a message that can be most effective. So, radio commercials call for least effort on the part of the target audience to listen to the commercials and get the message across.

10. **Sales promotion schemes** - Radio is a very effective medium for the introduction of a new product, or a special announcement or for the promotion of a new sales promotion incentive.

Limitations of Radio Advertising

Several factors limit the effectiveness of radio as an advertising medium, among them, creative limitations, fragmentation, chaotic buying procedures, limited research data, limited listener attention, and clutter. Media planner must consider them in determining the role the medium will play in the advertising program.

1. **Creative limitations** - A major drawback of radio as an advertising medium is the absence of a visual image. The radio advertiser cannot show the product, demonstrate it, or use any type of visual appeal or information. A radio commercial is, like a TV ad, a short lived and fleeting message that is externally placed and does not allow receiver to control the rate at which it is processed. Because of these creative limitations, many companies tend to ignore radio, and agencies often assign junior people to the development of radio commercials.
2. **Fragmentation** - Another problem with radio is the high level of audience fragmentation due to the large number of stations. The percentage of the market tuned to any particular station is usually very small. The top-rated radio station in many major metropolitan areas with a number of AM and FM stations may attract less than 10 percent of the total listening audience. Advertisers that want a broad reach in their radio advertising media schedule have to buy time on a number of stations to cover even a local market.
3. **Limited research data** - Audience research data on radio are often limited, particularly compared with TV, magazines, or newspapers. Most radio stations are small operators and lack the revenue to support detailed studies of their audiences. And most users of radio are local companies that cannot support research on radio listenership in their markets. Thus, media planners do not have as much audience information available to guide them in their purchase of radio time as they do with other media.
4. **Limited listener attention** - Another problem that affects radio is that it is difficult to retain listener attention to commercials. Radio programming, particularly music, is often the background to some other activity and may not receive the listeners' full attention. Thus they may miss some or all of the commercials. One environment where radio has a more captive audience is in cars. But getting listeners to pay attention to commercials can still be difficult.
5. **Clutter** - Clutter is just as much a problem with radio as with other advertising media. Most radio stations carry an average of nearly 10 minutes of commercials every hour. During the popular morning and evening rush hours, the amount of commercial time may exceed to 12 minutes. Also contributing to the clutter problem is the practice of some stations to offer "commercial-free" blocks of music to attract listeners. This practice

results in more commercials being aired in a short time period and may also result in listeners switching to another station rather than listening through a long block of ads. Advertisers must create commercials that break through the clutter or use heavy reputation to make sure their messages reach consumers.

6. **Transient Quality** - Radio, like any time medium, is fleeting. The message is not available for reference or for rereading.

Support Media

Support media are referred to by several titles, among them are alternative media, non-measured media, and non-traditional media. These terms describe a vast variety of channels used to deliver communications and to promote products and services. Support media are used to reach those people in the target market, who have not been reached by the primary media, and to reinforce or support their messages.

Out-of-Home Media

Out-of-home advertising encompasses many advertising forms, including outdoor (billboards and signs), transit (both inside and outside the vehicle), skywriting, and a variety of other media. While outdoor advertising is used most often, the others are also increasingly being used.

Outdoor Advertising

Outdoor advertising has probably existed since the days of cave dwellers. Both the Egyptians and the Greeks used it as early as 5000 years ago. Outdoor is certainly one of the more pervasive communication forms, particularly if one lives in an urban and suburban area. According to industry analysts, the Rs. 1,400 crore Indian outdoor industry is growing at a rapid pace in the last few months. The increase in the number of women in the workforce has led to more advertising of products targeted to this segment, and the increases in the number of vehicles on the road and the number of miles driven have led to increased expenditures by various companies in advertising their goods through outdoor medium.

A major reason for the continued success of outdoor advertising is its ability to remain innovative through technology. Billboards are no longer limited to standard sizes and two-dimensions; 3-D forms and extensions are now used to attract attention. Electronic billboards and inflatable have also opened new markets. Outdoor advertising does have its critiques. Supreme Court has also imposed restrictions against the various forms of outdoor advertising, as they believe that these mediums distract the drivers and are responsible for causing lots of accidents on the road. Media buyers have also not completely adopted outdoor, partially because of image problems and because of the belief that it is difficult to buy. Let us examine some of the advantages and disadvantages of the medium in more detail.

Advantages of Outdoor Advertising

Outdoor advertising offers a number of advantages as depicted as under:

1. **Wide coverage of local markets-** With proper replacement, a broad base of exposure is possible in local markets, with both day and night presence.
2. **Frequency-** Because purchase cycles are typically for 30-day periods, consumers are usually exposed a number of times, resulting in high levels of frequency.
3. **Geographic flexibility-** Outdoor advertising can be placed along highways, near stores, or on mobile billboards, almost anywhere that law permits. Local, regional, or even national markets may be covered.
4. **Creativity-** Outdoor ads can be very creative. Large prints, colours, and other elements attract attention.
5. **Ability to create awareness-** Because of its impact (and the need for a simple message), outdoor can lead to a high level of last minute awareness and reminder of a product.
6. **Efficiency-** Outdoor usually has a very competitive cost per thousand measures when compared to other media.
7. **Effectiveness-** Outdoor advertising can often lead to increased sales, particularly when combined with a promotional program.
8. **Production capabilities-** Modern technologies have reduced production time for an outdoor advertising to allow for rapid turnaround time.

Limitations of Outdoor Advertising

There are certain limitations to outdoor as well. Some of the commonly quoted limitations are listed as under :

1. **Waste coverage-** While it is possible to reach very specific audiences, in many cases the purchase of outdoor advertising results in a high degree of waste coverage. It is not likely that everyone driving past a billboard is part of the target market.
2. **Limited message capabilities-** Because of the speed with which most people pass by outdoor ads, exposure time is short, so messages are limited to a few words, and/or an illustration. Lengthy appeals are not likely to be effective.
3. **Wear out-** Because of the high frequency of exposures, outdoor advertising may lead to a quick wear out. People are likely to get tired of seeing the same ad every day. Moreover, because of the severe weather conditions, the life of the outdoor banners and posters is generally very short.
4. **Cost-** Because of the decreasing signage available and the higher cost associated with inflatable, outdoor advertising can be expensive in both an absolute and a relative sense.

5. **Measurement problems-** One of the more difficult problems of outdoor advertising lies in the accuracy of measuring reach, frequency, and other effects.
6. **Image problems-** Outdoor advertising has suffered some image problems as well as some disregard among consumers. People do not consider this medium a very authentic and prestigious. So most of the renowned companies do not use this medium for advertising their products.
7. **Legal constraints-** This medium also confronts lots of legal problems from time to time.

In sum, outdoor advertising has both advantages and disadvantages for marketers. Some of these problems can be avoided with other forms of out-of-home advertising.

Transit Advertising

Another form of out-of-home advertising is transit advertising. While similar to outdoor in the sense that it uses billboards and electronic messages, transit is targeted at the millions of people who are exposed to commercial transportation facilities, including buses, taxis, metro train, airplanes, etc. Transit advertising has been around for a long time, but recent years have seen a renewed interest in this medium. Due in part to the increased number of women in the workforce, audience segmentation, and the rising cost of TV advertising, yearly transit ad spending has been increasing. Transit advertising can be seen in the form of inside cards placed above the seats in buses and metro trains, outside posters may appear on the sides, backs, and/or roofs of buses, taxis, trains, and metro trains, floor displays, electronic signs etc.

Advantages of Transit Advertising

Advantages of using transit advertising include the following:

1. **Exposure-** Long length of exposure to an ad is one major advantage of indoor forms. The average ride on mass transit is 45 minutes, allowing for plenty of exposure time. As with airline tickets, the audience is essentially a captive one, with nowhere else to go and nothing much to do. As a result, riders are likely to read the ads more than once. A second form of exposure which transit advertising provides is the absolute number of people exposed.
2. **Frequency-** Because our daily routines are standard, those who ride buses, metro trains, and the like are exposed to the ads repeatedly. If you rode the same metro train to work and back every day, in one month you would have the opportunity to see the ad 20 to 40 times. The locations of metro stations and bus shelters also afford high frequency of exposure.
3. **Timeliness-** Many shoppers get to shopping complexes on mass transit. An ad promoting a product or service at a particular shopping area could be a very timely communication.
4. **Geographic selectivity-** For local advertisers in particular, transit advertising provides an opportunity to reach a very select segment of the population. A purchase of a location in

a certain neighborhood will lead to exposure to people of specific ethnic backgrounds, demographic characteristics, and so on.

5. **Cost-** Transit advertising tends to be one of the least expensive media in terms of both absolute and relative costs. An ad on the side of a bus can be purchased for a very reasonable cost per thousand.

Limitations of Transit Advertising

Some of the commonly quoted limitations of transit advertising are listed as under:

1. **Image factors-** To many advertisers, transit advertising does not carry the image they would like to represent their products or services. Some advertisers may think of having their name on the side of a bus or on a bus stop bench but that does not reflect well on the goodwill of the firm.
2. **Reach-** While an advantage of transit advertising is the ability to provide exposure to a large number of people, this audience may have certain lifestyles and/or behavioural characteristics that are not true of the target market as a whole. For example, in rural or suburban areas, mass transit is limited or nonexistent, so the medium is not very effective for reaching these people.
3. **Waste coverage-** While geographic selectivity may be an advantage, not everyone who rides a transportation vehicle or is exposed to transit advertising is a potential customer. For products that do not have specific geographic segments, this form of advertising incurs a good deal of waste coverage. Another problem is that the same bus may not run the same route every day.
4. **Copy and creative limitations-** It may be very difficult to place colourful, attractive ads on cards or benches. And while much copy can be provided on inside cards, on the outside of buses and taxis the message is fleeting and short copy points are necessary.
5. **Mood of the audience-** Sitting or standing on a crowded metro train may not be conducive to reading advertising, let alone experiencing the mood the advertiser would like to create. Likewise, hurrying through an airport may create anxiety that limit the effectiveness of the ads placed there.

In summary, an advantage for one product or service advertiser may be a disadvantage for another. Transit advertising can be an effective medium, but one must understand its strengths and weaknesses to use it properly. As with outdoor advertising, the cost bases for transit is the number of showings. In transit advertising, a 100 showing means one ad appears on or in each vehicle in the system; a showing of 50 means half of the vehicles carry the ad. If you are placing such ads on taxicabs, it may be impossible to determine who is being exposed to them. Rate information comes from the sellers of transit advertising, and audience information is very limited. So much of the information marketers need to purchase transit ads does not come from purely objective sources.

Promotional Products Marketing or Speciality Advertising

According to the Promotional Products Association International (PPA), promotional products marketing is *“the advertising or promotional medium or method that uses promotional products, such as ad specialities, premiums, business gifts, imports, prizes, or commemoratives.”* Promotional products’ marketing is the more up-to-date name for what used to be called speciality advertising. Speciality advertising has now been provided with a new definition:

“A medium of advertising, sales promotion, and motivational communication, employing imprinted, useful, or decorative products called advertising specialities, a subset of promotional products. Unlike premiums, with which they are sometimes confused, these articles are always distributed free recipients don’t have to earn the speciality by making a purchase or contribution.”

So speciality advertising is often considered both advertising and a sales promotion medium. There are various types of advertising speciality items, including ballpoint pens, coffee mugs, key rings, calendars, T-shirts, and match books. Unconventional specialities such as plant holders, wallpapers, and gloves with the advertiser’s name printed on them, are also used to promote a company or its products; so are glassware, trophies, and awards, and other products. In fact, advertisers spend a substantial amount of money every year on speciality advertising items. The increased use of this medium makes it the fastest growing of all advertising or sales promotion medium.

Speciality items are used for many promotional purposes: to thank a customer for patronage, keep the name of the company in front of consumers, introduce new products, or reinforce the name of an existing company, product, or service. Advertising specialities are often used to support other forms of product promotions.

Advantages of Promotional Products Marketing

Like any other advertising medium, promotional products marketing offers the marketers, both advantages and disadvantages. Advantages include the following:

1. **Selectivity-** Because speciality advertising items are generally distributed directly to target customers, the medium offers a high degree of selectivity. The communication is distributed to the desired recipient, reducing waste coverage.
2. **Flexibility-** As the variety of speciality items are used, it demonstrates that this medium offers a high degree of flexibility. A message as simple as a logo or as long as is necessary can be distributed through a number of means. Both small and large companies can employ this medium, whose reach, however is limited only by their own creativity.
3. **Frequency-** Most forms of speciality advertising are designed for retention. Key chains, calendars, and pens remain with the potential customers for a long time, providing repeat exposures to the advertising message at no additional cost.

4. **Cost-** Some speciality items are rather expensive, but most are affordable to almost any size organization. While they are costly on a cost per thousand basis when compared with other media, the high number of repeat exposures drives down the relative cost per exposure of this advertising medium.
5. **Goodwill-** Promotional products are perhaps the only medium that generates goodwill in the receiver because people like to receive gifts and many of the products are functional (key chains, calendars, pens, etc.). Consumers are grateful to receive them.
6. **Supplementing other media-** A major advantage of promotional products marketing is its ability to supplement other media. Because of its low cost and repeat exposures, the simplest message, can reinforce the appeal or information provided through other forms.

Promotional products have also been used to support trade shows, motivate dealers, recognize employees, and promote consumer and sales force contests.

Limitations of Promotional Products Marketing

Promotional products have also been used to support trade shows, motivate dealers, recognize employees, and promote consumer and sales force contests. Disadvantages of promotional products marketing include the following:

1. **Image-** While most forms of speciality advertising are received as friendly reminders of the store or company name, the firm must be careful in choosing the speciality items. The company image maybe cheapened by a poorly designed advertising form.
2. **Saturation-** With so many organisations now using this advertising medium, the marketplace may become saturated. The more unusual the speciality, the more value it is likely to have to the receiver.
3. **Lead time-** The lead time required to put together a promotional products message is significantly longer than that for most other media.

Even when it's this advantage, promotional products marketing can be an effective medium.

Advertising in Movie Theatres

Another significant method of delivering the message is the use of movie theatres to promote products and/or services. Commercials shown before the film and previews, with both local and national sponsorships, have replaced cartoons. In addition, ads in theater lobbies, at kiosks, and on popcorn tubs and drink cups are used. Consumer reaction to ads in movie theatres is mixed. Some people think these ads are annoying. But for some people ads coming in the theater are an enjoyable experience.

Advantages of Movie Theatre Advertising

Movies provide a number of advantages to advertisers, including the following:

1. **Exposure-** The number of people watching movies is substantial. So, it is possible to carry the message across to lots of people belonging to different caste, creed, religion, sex, age-group or income-group.
2. **Mood-** If viewers like the movie, the mood can carry over to the product advertised.
3. **Cost-** The cost of advertising in a theater varies from one setting to the next. However, it is low in terms of both absolute and relative costs per exposure.
4. **Recall-** It is observed that people are able to recall the ads which they watch on movie theatres better than the ads which they watch on television sets.
5. **Clutter-** Lack of clutter is another advantage offered by advertising in movie theatres. Most theaters limit the number of ads.
6. **Proximity-** Since many theaters are located in or adjacent to shopping malls, potential customers are “right next door.”
7. **Segmentation-** A key advantage of movie advertising is the ability to target specific demographic segments. The profile of the moviegoers is above average in education and affluent. The movie titles and ratings, enable advertisements to reach specific groups.

Limitation of Movie Theatre Advertising

Some of the limitations associated with movie theaters as advertising media follow:

1. **Irritation-** Perhaps the major disadvantage is that many people do not wish to see advertising in these media. A number of studies suggest these ads may create a high degree of annoyance. This dissatisfaction may carry over to the product itself, to the movies, or to the theaters.
2. **Cost-** While the cost of advertising in local theaters is cited as an advantage because of the low rates charged, ads exposed nationally are often as much as 20 percent higher than an equal exposure on television. The cost per thousand also tends to be higher than the other media.

While only two disadvantages of theatre advertising have been mentioned, the first is a strong one. Many people who have paid to see a movie perceive advertising as an intrusion. So advertisers should be cautious in their use of this medium.

Product Placements in Movies and in Television Shows

An increasingly common way to promote a product or service is by showing the actual product or an ad for it as part of a movie called In-film advertising or a television show. While such product placements do not constitute a major segment of the advertising and promotions business, it has proved effective for some companies and has taken on increased importance with advertisers' concerns over viewers' ability to avoid watching commercials. A number of companies pay to have their products used in movies and music videos. Essentially, this form is

advertising without an advertising medium. Often, the audience doesn't realize a product promotion is going on. Viewers tend to see brand names in films as lending realism to the story. Yet the impact on the buying public is real. The move to place products on TV programs has also been on the increase.

Advantages of Product Placements

A number of advantages of product tie-ins have been suggested:

1. **Exposure-** A large number of people see movies each year. The average film is estimated to have a lifespan of three and a half years, and most of the moviegoers are very attentive audience members. Moreover, this form of exposure is not subject to zipping and zapping, at least not in the theatre. High exposure numbers are also offered for TV tie-ins, based on the ratings and the possibility to direct the ad to a defined target market.
2. **Frequency-** Depending on how the product is used in the movie or program, there may be an ample opportunity for repeated exposures.
3. **Support for other media-** Product placements may support other promotional tools. A trend in the movie industry is to have the client that is placing the product cross-promote the product and movie tie-in in multiple media venues as well as through the Internet and sales promotions.
4. **Source association-** Most of those involved in the business of product placements believe that association with the proper source is critical to success.
5. **Cost-** While the cost of placing a product may range from free samples to lakhs of rupees, the latter is an extreme. The CPM for this form of advertising can be very low due to the high volume of exposures it generates.
6. **Recall-** A number of firms have measured the impact of product placements in movies on next-day recall. It has still observed that the chances of the products being noticed are always more in in-film advertising.
7. **Bypassing regulations-** In India, some products are not permitted to be advertised on television, or to the specific market segments. Product placements in movies and TV serials have allowed the cigarette and liquor industry to have their products exposed, circumventing these restrictions.
8. **Acceptance-** It has been observed that viewers are accepting the product placements and in general evaluate them positively, though some products (alcohol, guns, cigarettes) are perceived as less acceptable.

Limitations of Product Placements

Some disadvantages are also associated with product placements:

1. **High absolute cost-** While the CPM may be very low for product placement in movies, the absolute cost of placing the product may be very high, forcing some advertisers out of the market. Although only a small percentage of placements are paid for directly, the increased demand by the studios for cross-promotions drives costs up considerably.
2. **Time of exposure-** While this way some products are exposed to the audience there is no guarantee that viewers will notice the product. Some product placements are more conspicuous than others. When the product is not featured prominently, the advertisers run the risk of not being seen.
3. **Limited appeal-** The appeal that can be made in this media form is limited. There is no potential for discussing product benefits or providing detailed information. Rather, appeals are limited to source association, use, and enjoyment. The endorsement of the product is indirect, and the flexibility for product demonstration is subject to its use in the film.
4. **Public reaction-** Many TV viewers and moviegoers are incensed at the idea of placing ads in programs or movies. These viewers want to maintain the barrier between program content and commercials. If the placement is too intrusive, they may develop negative attitudes towards the brand.
5. **Lack of control-** In many movies, the advertiser has no say over when and how often the product will be shown. Many companies have found that their placements in movies did not work as well as expected.
6. **Competition-** The appeal of product placements, has led to increased competition to get one's product placed. Moving production houses continue to increase demands for key placements.
7. **Negative placements-** Some products may appear in movie scenes that are disliked by the audience or create a less than favourable mood.

To date, no audience measurement is available except from the providers. Potential advertisers often have to make decisions based on their own creative insights or rely on the credibility of the source.

The Internet and Interactive Media

Anyone who has followed the Internet industry over the last decade has seen an amazing series of events. Moving from a medium with almost no presence in the marketing environment to one that was the centre of attention, the Internet experienced a boom that unfortunately became a bust. What some marketers thought would be the “be all and end all” of communications has now become a puzzle waiting to be solved, as many marketers have yet to discover what role the Internet will assume in their communications program.

The Internet is a world wide means of exchanging information and communicating through a series of interconnected computers. It was started as a U.S. Defense Department project, but it

is now assessable to anyone with a computer and a modem. While most popular component of the Internet is the World Wide Web (WWW), there are other features as well. For marketers, a number of these features offers potential, but it is the web that has developed as the commercial component.

Features of the Internet	
Feature	Use
Electronic Mail (e-mail)	Allows user to send electronic mail anywhere in the world
Usenet	Discussion groups, newsgroups, and electronic bulletin boards, similar to those offered by online services
Telnet journals	Online databases, library catalogues, and electronic at hundreds of colleges and public libraries
File Transfer Protocol (FTP) computer	The ability to transfer files from one mainframe Or Hypertext Transfer Protocol to another
Client Server	Allows for the transfer of files from one mainframe computer to another
Gopher information	A document retrieval system used to search for information
Wide Area Information Server (WAIS) databases and	Enables one to use keywords in specific retrieve full text information
World Wide Web (WWW) Hypertext on	Does much the same thing as Gopher and WAIS, but combines sound, graphic images, video, and a single page; The commercial arm of the Internet

Advantages of the Internet Advertising

A number of advantages of the Internet can be cited:

1. **Target marketing-** A major advantage of the Web is the ability to target very specific groups of individuals with a minimum of waste coverage. For those in the business-to-business market, the Internet resembles a combination of trade magazines and trade shows, as only those most interested in the products and/or services will visit a site. In the consumer market, through personalization and other targeting techniques, sites are becoming more tailored to meet one's needs and wants.
2. **Message tailoring-** As a result of precise targeting, messages can be designed to appeal to the specific needs and wants of the target audience. The interactive capabilities of the Net make it possible to carry on one-to-one marketing with increased success in both the business and the consumer markets.

3. **Interactive capabilities-** Because the Internet is interactive, it provides strong potential for increasing customer involvement and satisfaction and almost immediate feedback for buyers and sellers.
4. **Information access-** Perhaps the greatest advantage of the Internet is its availability as an information force 24 X 7. Internet users can find a plethora of information about almost any topic of their choosing merely by conducting a search through one of the search engines. Once they have visited a particular site, users can garner a wealth of information regarding product specifications, costs, purchase information, and so on. Links will direct them to even more information, if it is desired.
5. **Sales potential-** The sales potential of this medium is also being found increasing over the years. Forecasts are for continued growth in the future.
6. **Creativity-** Creatively designed sites can enhance a company's image, lead to repeat visits, and positively position the company or organisation in the consumer's mind.
7. **Exposure-** For many smaller companies, with limited budgets, the World Wide Web enables them to gain exposure to potential customers that would have been impossible. For a fraction of the investment that would be required using traditional media, companies can gain national and even international exposure in a timely manner.
8. **Speed-** For those requesting information on a company, its products, and/or its service offerings, the Internet is the quickest means of acquiring this information.
9. **Complements to IMC-** The net, both complements and is complemented by other IMC media. As such, it serves as a vital link in the integrative process.

Disadvantages of Internet Advertising

While it is a potentially effective medium, the Internet also has its disadvantages:

1. **Measurement problems-** One of the greatest disadvantages of the Internet is the lack of reliability of the research numbers generated. A quick review of forecasts, audience profiles, and other statistics offered by research providers will demonstrate a great deal of variance-leading to a serious lack of validity and reliability.
2. **Websnarf-** At times, downloading information from the Net takes a long time. When there are a number of users, the time increases, and some sites may be inaccessible due to too many visitors. For many users who expect speed, this is a major disadvantage. Broad band is helping to reduce this problem.
3. **Clutter-** As the number of ads proliferates, the likelihood of one's ad being noticed drops accordingly. The result is that some ads may not get noticed, and some consumers may become irritated by the clutter.
4. **Potential for deception-** The Center for Media Education has referred to the Web as "a web of deceit" in regard to attempts of advertisers to target children with subtle advertising messages. In addition, data collection without consumers' knowledge and

permission, hackers, and credit card theft are a number of problems confronting the Internet.

5. **Privacy**- Like their direct marketing counterparts, Internet marketers must be careful in not impinging upon the privacy of users.
6. **Limited production quality**- Although it is improving, net advertising does not offer the capabilities of many competitive media from a production standpoint. While the advent of advanced technologies and rich media is narrowing the gap, the net still lags behind some traditional media in this area.
7. **Poor reach**- While the Internet numbers are growing in leaps and bounds, its reach is still far behind that of television. Majority of Indians do not have an excess to Internet, and are computer illiterate. So the medium is not able to reach to the masses.
8. **Irritation**- Numerous studies have reported on the irritating aspects of some Web tactics. These studies have shown consumers' discontent with clutter, e-mail spam, and pop-ups and pop-unders. These irritating aspects will deter visitors from coming to the sites.

Overall, the Internet offers marketers some very definite advantages over traditional media. At the same time, disadvantages and limitations render this medium less than a one-stop solution. However, as part of the marketing communications program, the Internet is a very valuable tool.