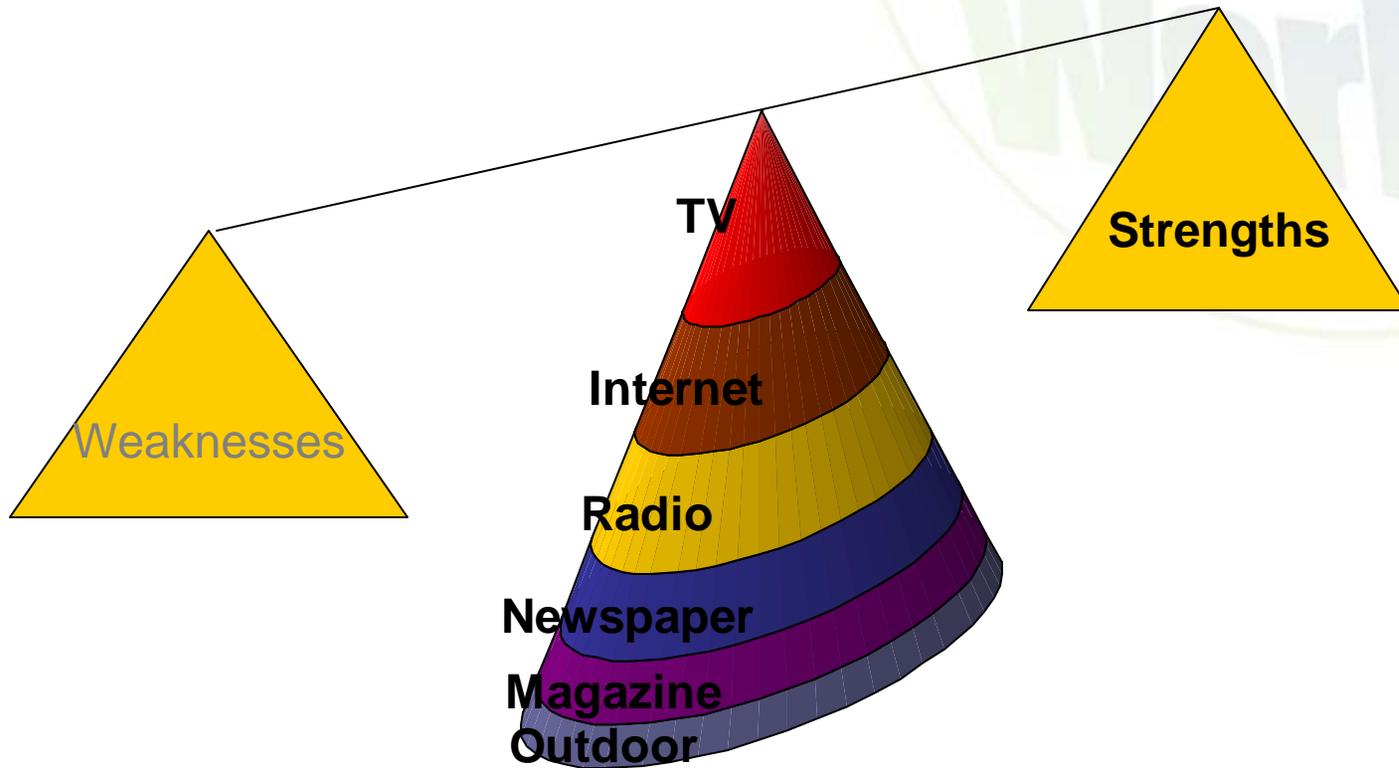


# Strength/Weakness

A Media Comparison



# Competitive Media Analysis: Which Medium Tips The Scale?



# Broadcast Television



## Strengths...

- Intrusive Impact – High Awareness.
- Persuasively uses Sight/Sound/Motion.
- Maximum Reach.
- Ability to target your consumer.
- Very “merchandisable” with sales force or “the trade”.

## Weaknesses...

- Ratings fragmenting, rising costs, ad and promotional clutter.
- Heavy “downscale” audience skew – low return prospects.
- Advertisers flexibility is limited as time is sold in multi-program packages and Networks often require upfront commitments.
- High out of pocket cost is prohibitive for many clients.
- Availabilities greatly affected by season cycles & viewing patterns.

# Radio



## Strengths...

- Target selective by station format.
- Intrusive and local.
- Mobility.
- Allows advertisers to employ time-of-day or day-of-week scheduling to exploit timing factors.
- Copy can rely on the listener's mood or imagination.
- Low production costs.

## Weaknesses...

- Lack of visual.
- Audience surveys limited in scope, do not provide socio-economic demos.
- Major investment on many stations to build reach.
- Copy testing is difficult, few statistical guidelines.
- Fractionalized audience due to same formats.

# Magazines



## Strengths...

- Offers unique opportunities to segment markets, demographically and psychographically.
- Reader involvement with editorial.
- Ads can be studied, reviewed at leisure.
- High impact can be attained with good graphics and literate, informative copy.
- Offers opportunity of repeat exposure.

## Weaknesses...

- Reader controls ad exposure, can ignore campaign, especially for new products.
- Difficult to exploit “timing” aspects.
- High competitive clutter for select product categories.
- Takes time to build reach.
- High out of pocket cost.

# Newspapers



## Strengths...

- High single day reach opportunity to exploit immediacy, especially on key shopping days.
- Sectionalization/Editorial compatibility.
- Geographical flexibility- by market, zone.
- Reader often shops ads for specific information when ready to buy.
- Ads can carry detailed messages.

## Weaknesses...

- Lack of demographic selectivity – many markets have only one paper or combo.
- High cost for large-size units.
- Presumed lack of creative opportunities for “emotions” selling campaigns.
- Low quality reproduction, lack of quality color.
- Share space with competitors.
- Difficult to target a specific audience.
- Doubling size of ad does not double readership though it generally doubles the cost.

# Internet



## Strengths...

- Extremely selective targeting opportunities.
- Interactive, engaging capabilities.
- Accessible any time.
- Creative graphics.
- Ability for cross-media tie-ins
- Allows you to interact/learn about the product right away.
- Creative can carry detailed messages.

## Weaknesses...

- Fragmented users.
- Users annoyance with ads.
- Declining click-through rates.
- Effective new ad units no yet fully developed.
- No standardization in accountability.

## Outdoor



### Strengths...

- Broad audience reach.
- Offers geographic flexibility.
- Superior graphics capability.

### Weaknesses...

- Short exposure time, a couple of seconds.
- Limited message capability.
- Affected by weather and environment conditions.
- Low recall.
- High out of pocket cost.

## **Strengths and Value of Cable:**

A picture is worth a thousand words! Cable projects positive images through the creative use of sight, sound, color and motion of Television.

Deeper Consumer Connections: Cable connects to viewers who actually are purchasing today's products. Not only do cable viewers buy, they buy more and spend more. They are above average consumers of most product categories and services.

Depth of Target Reach: Cable can target a desired audience demographically (by sex, age, or income) and pursue audiences according to their interests and lifestyles.

Local Media Vehicle: "You get what you pay for" as Cable can target a desired audience geographically – as small as zip code or as large as a television DMA. Cable can support local retail trading areas with minimal waste.

Other Pertinent Cable Strengths...

Natural Upscale Audience Skew

Flexibility

Segmentation Opportunity

Broad Reach

Allows More Weeks of Advertising



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