



TAYLOR MADE MEDIA

Strengths and Weaknesses of Each Medium

Television

Strengths

- Mass Reach
- Audio-visual appeal
- Appeals to senses
- Emotional
- Intrusive
- Targetable by program/content selection
- Demonstration
- Credible/prestigious
- High awareness
- Low CPM
- Impact
- Creates desire

Weaknesses

- High production cost
- High costs of entry
- Switching off

Best Uses

- Foundation for other media
- Mass reach
- Frequency with a strategic buy
- Brand equity
- Image building

Tips

- Ensure adequate weight levels
- Minimum 6 week campaign
- Billboards are an efficient way to buy TV at a discounted cost
- :30 buys are eligible for audience dividends on Global Television
- Must buy local BC stations to cover off the whole province, unless using billboards



TAYLOR MADE MEDIA

Creative Tips

- Keep it simple
- Have one basic idea
- Make your point clear
- Make it unique, different
- Get viewer attention
- Involve the viewer
- Use emotion
- Consider production value
(.e. sight, sound, motion and emotion)
- Prove the benefit
- Identify yourself well

Radio

Strengths

- Targetability
- Frequency
- Portability
- Personal
- Economical for local markets
- Short lead times
- Community involvement
- Strong promotional vehicle
- Low cost of entry
-

Weaknesses

- Local
- No visual
- Background medium
- Expensive reach builder

Best Uses

- Build frequency
- Top-of-mind awareness
- Tell your story
- Promotions
- Local market targeting



TAYLOR MADE MEDIA

Tips

- Focus on frequency
- Ensure a minimum of a 3-4 frequency per station
- Look at sponsorships, 730 am news

Creative Tips

- Focus on the single, most important idea
- Create FOR the listener
- Engage and entertain
- Capitalize the power of sound
- Dare to be different

Daily Newspaper

Strengths

- Timeliness / news value
- Allows for copy detail
- Broad reach
- Editorial / section targeting
- Credible news environment
- Geographically targetable
- Material changes are simple

Weaknesses

- Expensive frequency builder
- No emotion
- Poor reproduction (some)
- Wasted circulation
- Short shelf life

Best Uses

- Short lead time
- Long, detailed copy
- Great for retail advertisers
- Talks to today's potential buyers

Tips

- Do not crowd creative, leave white space
- Negotiate positioning
- Shape your ad to dominate the page



TAYLOR MADE MEDIA

Creative Tips

- Keep it simple
- One idea
- Short Headlines
- Make it relevant (current)
- Visuals make an impact
- White Space ads impact
- Be distinctive
- Create an emotional response
- Humour works
- Highlight benefits not features

Community Newspaper

Strengths

- Market selectivity
- Local appeal
- More flexible than dailies
- Allow for copy detail
- Editorial / section targeting
- Classifieds produce results
- Inexpensive for community coverage
- Limited waste

Weaknesses

- Longer lead times
- Circulation vs. readership
- Slow frequency build
- Expensive for broad reach

Best Uses

- Targeting specific markets
- Long copy
- Community feel
- Retail

Tips

- Try for editorial coverage
- Do not crowd creative, leave white space
- Negotiate positioning
- Shape your ad to dominate the page



TAYLOR MADE MEDIA

Magazine

Strengths

- Image
- Visual component
- Targeted to reader interest
- Good reproduction quality
- Regional flexibility
- Significant pass-along readership
- Opportunity to sample
- Long life
- Ads are part of the reading experience

Weaknesses

- Long lead times
- High production costs
- Slow frequency builder
- Not for time-sensitive offers

Best Uses

- Image building
- Narrow target psychographic and geographic

Tips

- Bleed creative
- Look at editorial calendars for related features
- Negotiate positioning
- Offer product for stories, contests, etc.

Creative Tips

- Keep it simple
- Interactivity
- Make the most of the medium
- Create visual interest
- Out-of-the-Box ideas



TAYLOR MADE MEDIA

Outdoor – Posters

Strengths

- Frequency
- Dominance
- Mass city coverage
- Market / route / site selectivity
- Long life / continuity
- Simplicity
- Backlit superboards offer unique creative opportunities

Weaknesses

- Market restrictions
- Limited message
- Wasted circulation
- Long lead times
- Effectiveness compromised by weather/seasons

Best Uses

- Image building
- Reach a specific area
- Reminder / support other media / image transfer
- Frequency

Tips

- Be specific on locations
- Drive the plant
- Negotiate extra months ask for “space available” bonus on top of your deal
- Supply extra paper to be used as filler
- Make sure locations are lit

Outdoor – Transit Shelters

Strengths

- Cost-efficient reach
- Mass city coverage
- Frequency
- Market / area selectivity
- Quality reproduction
- Backlit creative showcase



TAYLOR MADE MEDIA

Weaknesses

- Limited message
- Long lead times
- Weather / visibility
- Not available in all markets
- Production cost

Best Uses

- Frequency
- Image building
- Neighborhood coverage

Tips

- Be specific on locations
- Drive the plant
- Negotiate extra months
- ask for "space available" bonus on top of your deal
- Supply extra paper to be used as filler
- Make sure locations are lit

Outdoor

Creative Tips

- Consider letter readability and colour readability
- Rule of thumb: no more than 5 words
- Get the creative distance-tested by the supplier

Internet

Strengths

- Reach qualified & captive audience
- Target campaigns geographically, demographically & by keywords
- Get measurable results in real time
- Quick creative & campaign changes
- Cost effective:
- You get what you pay for
- Limited waste
- Various campaign types (display advertising, text ads)
- Various pricing models:
- Cost per click (CPC) - pay for clicks only
- CPM - pay per 1000 impressions
- CPA - pay for conversions only



TAYLOR MADE MEDIA

Weaknesses

- Online banner & text ads can be blocked by firewalls
- Banner blindness
- Highly competitive as ads may be displayed with other advertisers

Best Uses

- As a component of a larger campaign
- As a key medium for clients with a small budget
- Promotion of contests or time-limited offers
- Generate brand awareness
- Boost web site traffic
- Boost online sales & leads
- Boost search engine visibility

Tips

- Hire a professional
- Optimize web site for search engines for free traffic & branding
- Optimization is critical - online campaigns must be monitored & tweaked
- Have measurements tools in place
- Utilize rich media format such as flash
- Go outside the 'banner' and implement a keyword-targeted Google, Yahoo, MSN campaign
- Create landing pages for each online campaign / promotion
- Keep creative messaging simple, to the point, & always have a call to action statement

Direct Mail

Strengths

- Geographically targetable
- Personalize your message with users name
- Not limited by message length
- Measurable response and database builder

Weaknesses

- Wastage - if consumers throw away DM piece
- Clutter
- Intrusive



TAYLOR MADE MEDIA

Best Uses

- In conjunction with other media
- To build database
- Current database
- Time limited specific offers

Tips

- Personalize when possible
- Ensure creative stands out

Samples of Other Media Available

- Washroom advertising
- Wild postings
- Grocery store advertising
- Sports marketing
- Campus advertising
- Ethnic media
- Airport advertising
- Mall advertising
- Elevator advertising
- Hotel television advertising
- Floormedia
- Parking lot advertising
- Moving billboards
- Outdoor video screens
- Taxi Hubcap advertising