



Be Media Smart. *Buy Media Smart.*[™]

Smarter Media Thinking

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The media landscape is changing and there are more media choices than ever before. It is harder to reach consumers through traditional media. Broadcast television viewing share is down and the marketplace is seeing huge shifts in advertising and spending patterns as consumers take control with technology. Now more than ever, agencies must be accountable for ad spending.

Advertising campaigns are being planned with fewer dollars and last minute buys are more common. We're seeing reorganization of power, with Television, Print & Online media sellers working together. Campaigns are becoming more localized and more personalized. Broadcast and cable continues to occupy most consumer time, but Internet, interactive TV, and gaming are starting to steal market share.

To help you navigate this dynamic landscape, we've assembled some tips that all advertisers, especially small, mid-tier and emerging brands should consider when developing their advertising and media plans.

Know the Advertising Marketplace.

Understanding the changing marketplace is essential to smarter media buying. Supply and demand factors are constantly in play and it is crucial to know which mediums are in greater need of your advertising dollars. Smarter media buyers know that in 2005, national newspapers recorded a 4.9% improvement in ad revenue, for a total of \$3.5 billion. Local papers eked out a 1.1% increase for \$25.1 billion total which, it is worth noting, still towers over the Internet total. Other gainers included cable TV, where ad revenue grew 11.4% to \$15.9 billion; outdoor, up 9.8% to \$3.5 billion; syndicated programs, up 7.4% to \$4.2 billion; consumer magazines, up 7.5% to a healthy \$21.7 billion; and Spanish-language media, up 6.1% to \$4.2 billion. Spot TV fell the most in 2005, sinking 9.5% to \$15.5 billion, hurt by tough comparisons with the 2004 election season. The other losers comprised network radio, down 1.7% to \$1 billion; national spot radio, down 0.5% to \$2.6 billion; and network TV, down 0.3% to \$22.5 billion. The biggest 10 advertisers of 2005 cut ad spending 3.3% to \$18.6 billion, with

leader Procter & Gamble Co. holding on to the top spot but reducing its ad budget 4.6% to \$3.2 billion. (Adage.com 3/1/06)

Define Your Target Audience.

Your value proposition must be relevant to your target market. This means your target market must be clearly defined. It's not uncommon for businesses to refocus and revisit their targeting, especially if it was not clearly identified in the beginning stages of business. It is necessary to find the right balance when defining your target market in a way that causes your audience to recognize that you are talking specifically to them. This often requires companies to narrow down their target market. Regardless of your Brand objectives, identifying and gaining the devotion of your target audience is the necessary means of reaching those objectives. To achieve your brand marketing goals it is important that you know your target market inside and out. This requires conducting a market analysis. This market analysis must be as in-depth as possible providing you will all the data you need to reach your target effectively. By knowing your target audience you will be more confident in the steps to take to connect with that audience. (about.com 3/1/06)

Make use of Current Technology.

Advertisers must learn about new technology, as this will soon change the way they reach consumers. Take advantage of the opportunities of mobile marketing, and its effects on the usage of traditional media. Start small by simply elaborating on interactive e-mail correspondence with customers and prospective customers.

Television may ultimately become on-demand all the time. Broadcast Television could eventually be phased out, as consumers may find that television is better experienced on their own schedule. Advertising will have to evolve in this new world. Additionally, in-videogame advertising has the potential to explode in the next 10 years – and it will be completely different from what we see today. Experts predict that there will be massive changes in the way consumers interface with each other in 3-D worlds. Marketers could break new ground around how to take advantage of this. As the advertising industry expands into new emerging mediums, we will begin see significant new opportunities for consumer engagement.

Look for Opportunities.

Pages in magazines and minutes on television and radio often go unsold every day. Media sellers, especially in print, are likely to drop their rates at the last minute. [Take advantage](#) of these last minute opportunities by having ads of various sizes ready to go. Often the lead time is just a few days, but it is well worth with as rates can be secured that are discounted over 50%.

Get your Website Noticed.

A strategic approach to online branding is Search Engine Optimization (SEO), the art and science of positioning a Web site at the top of search engine results pages, through a set of safe practices, proven principles, research and analysis.

SEO is a long-term strategy and is the next step in the development of your Web site. It is estimated that the Internet is growing at an exponential rate of 7 million Web pages per day (Cyveillance). If a site is not optimized properly search engines will ignore large sections of a Web site, making it impossible for customers to find it. Whether you offer services or sell products - or both - investing in Search Engine Optimization is the key to ensuring your site is indexed as deeply as possible by the search engines, and ranks well in the long-term. (about.com 3/1/06)

Smart Small and Keep it Simple.

When advertising in magazines, run 1/3 page units to get started. It's much cheaper and the ad is likely to reach a more engaged reader as it often runs within editorial content. Also consider running every other month – an easy way to cut your cost in half. Don't try to squeeze your entire fact sheet into one ad. Your ad should have plenty of empty space and should deliver a clear, simple message.

For Television advertising, run :15 copy to get started. It's cheaper to produce, half the cost of a :30 spot, and helps build frequency. Consider running two weeks on, two weeks off, two weeks on, instead of 6 weeks straight. Don't try to squeeze everything into fifteen seconds. Your ad should engage the viewer and deliver a clear, simple message with a call to action.

Work in Groups.

There's power in groups, and media sellers are quick to accommodate those with large budgets first. As SGMA members, you can work together – holding hands to build brands. Consider a media schedule similar to that of your fellow SGMA members. Blue Plate Media Services frequently buys advertising space for multiple advertisers at one time, leveraging the power of the association, increasing the efficiency of each media buy.

Today, advertisers have more media options than ever before. It's easy to feel overwhelmed when it comes to planning your advertising budget. Stick to the basics: Who do you want to reach, and how do you want to reach them? Your media advocate will take it from there.

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For more information on how you, as an SGMA member, can buy and plan your media smarter and more effectively, contact Blue Plate Media Services at 908-918-0202 or visit blueplatemediacompany.com/SGMA.

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