

selecting a medium

Meaning of Advertising Media

The most brilliant and original advertising ideas will be wasted if they are not presented through the right media in the right place at the right time to the right people. Hence the selection of right media is an important factor for achieving the objectives of advertising. However, before explaining the factors which should be kept in mind for selecting the right advertising media, it is essential that we must know the meaning of advertising media. An advertising media is a means or vehicle of delivering a definite message. It is a means through which an advertising message or information is passed on to the prospective customers, readers, viewers, listeners or passers-by. For instance, a producer seeks through advertisement media to keep in touch with old customers as well as to attract new customers. Media are subject to intensive buying and selling activity. Examples of media are newspapers, magazines, radio, television, direct mail, posters, film, catalogues etc.

Factors to be kept in Mind while Selecting Advertising Media

Selection of a right type of advertising media is a difficult task. Any media that is selected must be capable of accomplishing at least the three main objectives :

- (1) It must reach the largest number of people possible.
- (2) It must attract their attention.
- (3) It must be economical.

But in practice there is hardly any single media that satisfies the above three objectives. There are a number of advertising media choices available to the company in India. However, the real managerial task is to identify from among them the one which is relevant for the company. For this purpose the management should consider the following factors :

(1) **The Nature of the Product** : The nature of the product determines the choice of the advertising media. For instance, cinema, television, colour periodicals would be the obvious choice for products like fabrics and toilets requiring visual presentation. In this connection, management should develop a product-media match.

(2) **Market Requirements** : While selecting advertising media, the company's market requirements should be considered. When they meet these requirements, they lend themselves to good use. For example, specialised high fashion colour magazines would be the proper media for consumers with high income groups and sophisticated tastes. Similarly, outdoor media would be appropriate when consumer action is to be induced at the point of purchase.

(3) **Advertising Objectives** : The advertising objectives also determine the type of media to be selected. For example, the press is preferred to project corporate image while radio and television are relevant for product advertising.

(4) **Distribution Strategy** : The advertising media should be compatible with the distribution strategy adopted by the company. For example, if the company is selling through middlemen, wholesalers and retailers etc., then outdoor advertising media duly supported by television, radio and cinema etc. may help to pull the product out of channel.

(5) **Nature of the Message and Appeals** : The nature of advertising message appeal also determines the advertising media for a company. The media should be able to carry the message and appeal to the right persons in the perspective. For example, if time is the essence of communication, daily newspaper and radio may be the best choice. Mass consumption items like soaps, toothpastes, hair oil etc. may determine television, newspapers as the best selection.

(6) **Budget** : The budget available for advertising purpose will decide the choice of media of advertising. For example, a manufacturer having comparatively large funds for advertising may choose television or radio or both as a media of advertising. On the other hand a

medium or small-sized businessman may prefer newspaper and magazine as an advertising media.

(7) **Competitors' Choices** : A company should also take into account the wisdom of competitors' media choices despite differences in advertising objectives and appropriations. It is not desirable to dismiss their choices outright. Generally, the advertising media used by competitors are preferred so as to make an impressive appeal for the product.

(8) **Media Circulation** : The company should take into account the circulation of the advertising media. Media circulation must match the distribution pattern of the product. This applies to the press media. Circulation should not be confused with readership. Circulation means the number of copies sold after deduction of free copies, returns and other differences between the total number of printed copies and total number sold at full price. The advertising media selected should have maximum circulation, such as *Hindustan Times* etc.

(9) **Media Availability** : The question of media availability is quite relevant while considering advertising media alternatives, because not all media are available to a company at all times whenever required. For instance, in 1973, and 1974, owing to acute newsprint shortage, space availability in national dailies was a real problem.

(10) **Penetration** : How can we penetrate the market most thoroughly or how can we reach the greatest number of potential customers is also an important factor influencing the choice of a particular advertising media. Shall we reach housewives at the kitchen-sink by means of television or radio and which is likely to have the greater impact ? This fact should be considered.

(11) **Size and Nature of the Business Enterprise** : The size and nature of the business enterprise also play an important part in making a choice for the advertising media. Different media will suit departmental stores, chain stores, small shops, manufacturers and producers etc. A big business enterprise may make use of television, radio and newspapers having national network, whereas a small unit may prefer local newspapers and cinema-slides etc.

Thus the above factors are generally considered while selecting the advertising media for selling the products etc. in question.

Q. 2. What is press advertising ? What are its forms ? Describe the advantages and disadvantages of each.

Or

What is meant by press advertising media ? Discuss the various forms of press advertising. Explain the merits and demerits of each.

Meaning of Press Advertising

Press advertising is the most popular and effective method of publicity today. It has become the part of the culture and political life of people today. Press, also referred to as print, is an advertising media

comprising all those vehicles owned by others and which can carry the advertising message in print to be read by target customers. In India, this media is very commonly used by companies and accounts for nearly 70 percent of their total expenditure on advertising media.

Forms or Types

Press advertising takes the following two major forms :


- (1) Newspapers.
- (2) Magazines and Journals.

(1) **Newspapers** : Newspapers are bought largely for their news values. Newspapers may be national/local/daily/weekly. These are a good vehicle to pass on information about new products, current products and price-off deals. They can be used for local, national and regional market coverage. In India, there are a number of newspapers both in English and also in regional languages. Many newspapers in English and Hindi have nationwide coverage. So a message given in newspapers may have a better impression on the minds of the people and it may be more specific, clear, complex and lengthy. Currently, 1173 daily newspapers and 5280 weekly newspapers are published in India, out of which the largest number is accounted for by the Hindi language newspapers followed by Urdu, Marathi and English news-papers in terms of number, and English, Hindi, Malayalam, Marathi and Gujarati in terms of circulation. Among the states, the largest number of newspapers are published in Uttar Pradesh followed by Maharashtra and Karnataka. Among the prominent national English language dailies are the Times of India, Hindustan Times, Indian Express, Statesman and Economic Times etc., whereas among the national Hindi language dailies include Hindustan, Navbharat Times, Nai Dunia, Punjab Kesari and in Rajasthan—Rajasthan Patrika and in Uttar Pradesh 'Amar Ujala'. However, among the different language groups, companies in India, both in the state and private sector, largely use English dailies as their advertising media. Small enterprises prefer

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