

Module 4 Assignment: Media Planning

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Part 1: Short Answer

1. Briefly describe the components of a media plan (reference Figure 7.2).

Media planning is a process that starts with market analysis. It is the process of comprehending customer buying behavior and the influencing factors. This is followed by advertising analysis which involves identifying the advertising strategy and related budget. The media strategy identifies the media to be used (Clow & Baack, 2021). The media defines the timing of the ads. Lastly, the justification and summary identify the objective for using the chosen media.

2. Briefly define the following terms from advertising: reach, frequency, and ratings.

Reach refers to the number of customers who are covered by an advertisement. One of the advantages of television advertisement is extensive coverage leading to the greatest reach. Frequency is the average number of times an individual is exposed to a particular advertisement within a specified period (Clow & Baack, 2021). Rating is the ratio of the number of households tuned to a program to the total number of households in a market.

3. Define the three-exposure hypothesis.

The three-exposure hypothesis was developed by Herbert Krugman and holds that an advertisement influences a person irrespective of his wants. He further noted that ad advertisements had to feature at least thrice to be effective. The intrusion value of an ad is manifested in its ability to capture viewers' attention without much effort.

4. Compare/contrast brand recognition and brand recall (see Figure 7.6).

Brand recognition is creating a long-lasting impression of a product in the customer's mind. It involves an emphasis on the visual presentation of a product's logo. The goal is to increase reach. The ideal methods for brand recognition include television, the internet, direct mail, and billboards. On the other hand, brand recall is making customers remember a given product. This is achieved by creating an ad that repeats a given name. This makes it easier for consumers to recall the name.

5. Television, radio, out-of-home, print media, magazines, and newspapers are traditional forms of advertising. Pick any one and explain the pros and cons of it.

Television advertisements have the largest coverage and extensive reach. This is because a single advertisement can reach millions of customers. Besides, it has a high-frequency potential because of the high number of households that turn to the TV at any given time. The disadvantages of TV ads are that they are expensive (Clow & Baack, 2021). Besides, cluttering has led to decreased viewership as customers opt to change channels when a show goes on a break.

6. Figure 8.1 describes the characteristics of successful e-commerce sites. Which of these (pick 2) is the most important (in your opinion) and why?

An e-commerce platform should be programmed to optimize searches. This makes it easier for customers to find information on online product purchases. Search optimizations direct a customer to a company's website when doing an online search (Clow & Baack, 2021). Besides, e-commerce sites should be customer-centric by having features that make it easier for the customer to locate the product.

7. Define cyberbait and describe the three common forms.

Cyberbait is a feature that attracts a customer to a given website. The three common forms are convenience incentives, value-added incentives, and financial incentives. Financial incentives are a form of discount price reduction and influence consumers to buy a product. Added value incentives include features like customized shopping. Convenience shopping involves shopping online with free delivery, and this will attract customers who prefer to avoid doing physical shopping.

8. Describe how mobile marketing differs from other media (see Figure 8.4).

Mobile marketing is multiple online marketing strategies that seek to reach consumers on smartphones and tablets using websites, emails, text messages, and social media. Mobile marketing differs from other media because it contains sensors that provide many options, like tracking temperatures and pressure. The devices combine many facts about the user and can be used to send customized advertisements.

9. Figure 8.6 describes various digital marketing strategies. Pick any two and describe them.

Interactive marketing is a digital marketing strategy that is informed by two-way communication. It involves analyzing consumer browser activities and providing customized ads to the customer to make a purchase. Content marketing is providing the consumer with useful information like product use solutions. The effect is to influence potential customers into making a purchase decision.

10. Define search engine optimization (SEO).

Search engine optimization is increasing the probability of a company's website emerging from a search. Businesses achieve search engines by registering with various search engines. This is also achieved by developing effective organic results which result from a natural search process. Thirdly SEO can be achieved through paid search ads. This involves ads that pop when searching for certain words.

Part 2: Long Answer

1. From your driving or walking around (wherever you live), pick any three billboards you see. Describe them and what they are advertising/promoting. Which are most effective and why? Which are least effective and why? How effective are billboards at reaching you with an advertising message?



The Kentucky Fried Chicken (KFC) billboard advertisement ad is used to inform consumers, of an existing through way KFC shop. Consumers can drive and pick their order as they proceed with schedules. This is an effective ad because it informs customer of an existing convenience.



The billboard by Walmart is place on a recreation park. It is purpose is to remind consumers that they can buy consumer goods. It is not an effective advertisement because it is not informative. The billboard has the name and logo of Walmart; it is hard for new consumers to get the message. The ad represents the limitation of billboards of failing to communicate due to short exposure.



Coca Cola's billboard contains a coca cola bottle with a straw and communication of the effect of consuming the drink. It is an effective advertisement because it informs the consumer to consume a cola if they want to feel refreshed.

2. List three apps that are on your mobile phone that you downloaded (do not pick pre-installed ones)? Describe why you downloaded those apps. Is any advertising connected with the apps? What are your thoughts about apps that utilize some type of advertising?

- Southwest Mobile App
- Amazon App
- Walmart Mobile App

I downloaded the Apps from the App Store. Advertising is related to the apps, I learned the apps when doing online purchase. I used to rely of the company websites for doing purchases. When booking flights, I used the Southwest website to checking and booking flights, then I was prompted to try the Southwest Mobile App. I opted for the mobile version because it was convenient, I could book a flight from any place without the need to use my laptop. This prompted me to use the mobile version for Amazon and Walmart applications. Companies which advertise their apps more often are likely to increase the probability of being installed. This is because of the positive correlation between the number of times an ad is played and the probability of purchases. The high the impression the higher the chances of an app being downloaded.

Reference

Clow, K. & Baack, D. (2021). *Integrated advertising, promotion and marketing communications*, 4/e. Pearson Education India.