

Module 4 Assignment

Short Answer (4 to 5 sentences)

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

Creating a media plan is very important for a company that wants to market itself or a product. Figure 7.2 shows various components that are fundamental to the media plan. Thus the components audience, marketing budget, conversion goals, post frequency, message reach, and defining success are described, which are valuable for the media plan. The components cover the various aspects to be considered and thus provide the ideal basis for creating the media plan.

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

The reach in an advertisement describes the number of people who have come into contact with the advertisement and have perceived it. It can be described either by an exact number of people or by percentages. The frequency of an advertisement shows how often a person has come into contact with the advertising message. A single confrontation of the advertisement with the potential customer is usually not enough, so frequency is an important tool in advertisements. Ratings describe the people who have seen the advertisement by analyzing different groups of people, which are previously divided into, for example, age or gender.

3. *Define the three-exposure hypothesis.*

The three-exposure hypothesis is a hypothesis which states that an advertisement is already effective after the potential customer has seen it three times. The hypothesis therefore assumes that the consumer already has the advertisement in mind after seeing it three times. If a consumer comes into contact with an advertisement less than three times, the advertisement does not achieve the optimal and desired effectiveness. It is therefore important for a company not to place an advertisement only once, but to repeat it more often, as it only achieves its effectiveness after reaching the consumer three times.

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

Brand recognition represents people's familiarity with a brand. For example, when a consumer sees a product of a brand, he prefers it to other brands because he recognizes the brand. Brand recall describes the behavior of a consumer in which he can remember a brand and recognize it on his own. Thus, the consumer identifies the brand without having received various cues about the brand in advance.

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 is a widely used form of advertising, which is still in demand today. Television offers the possibility to reach many people and thus potential customers, since almost all households have and use televisions. In addition, television advertising ensures that the potential customer has a positive feeling towards the advertising company, since expensive advertising can not be afforded by bad or fraudulent companies. However, the negative aspect of television advertising is that it is more expensive than other forms of advertising. This is because both the fees are high, but also the showmen and the material of the advertisement must be paid. Another negative aspect is that most of the advertisements on television reach older people. This is due to the fact that the younger generation is more likely to use social platforms to gather information and pass the time, and television is not very popular among them.

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

In order to run an e-commerce website lucratively, various components must be taken into account when creating the website. For me, the foundation of a successful e-commerce website is user-friendly navigation. If the website is unstructured and it is difficult to see where different products are and how to find them, consumers will quickly lose interest and look at other websites that are easy to use. Another feature that an e-commerce website must have in my eyes are different payment options. If a website only gives one payment option, it will lose many customers during the check out process, as the consumer may prefer a different payment method. So you have to make sure to make the payment process as easy as possible for the consumer by offering a variety of payment options.

7. *Define cyberbait and describe the three common forms.*

"Cyberbaiting" in advertisements describes an incentive which the advertiser uses to "lure" potential customers to his website. One form of this cyberbaiting is the financial incentive, which an entrepreneur can use to draw the customer's attention to his company through positive financial incentives, such as no delivery costs for the purchase of a product. The second incentive is the convenience incentive. This incentive stands for example for letting the customer search for specific product information, so that his search becomes easier. Another incentive is the value-added incentive, which has the purpose of changing and influencing the behavior of the potential customer in the long term through incentives.

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

Mobile marketing describes marketing in which consumers can be reached digitally wirelessly and quickly through telecommunications. This method ensures that consumers are receptive to advertising around the clock while using their smartphones. Unlike other marketing strategies, mobile marketing is the new cost-effective trend which is receptive to many people. Especially the younger generations are addressed by mobile marketing much more intensively and frequently than is the case with other marketing strategies.

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

A digital marketing strategy is the content marketing, in which the company pays attention to reach the consumer with real and helpful content. To execute this strategy properly, further promotions are avoided in order to inform and advise the consumer in a serious way. Another digital marketing strategy is social media marketing, in which a company markets itself on various social media platforms such as Instagram, Twitter or Facebook. This strategy ensures that a company has an influence on the future market in particular, as the young and new generations are especially addressed here.

10. *Define search engine optimization (SEO).*

Search engine optimization is the process by which a company makes its website more discoverable. For example, when a person googles something, search engine optimization makes the company's website faster and easier to find. This improvement makes potential customers more aware of the company's products, which in turn increases sales. In order to carry out search engine optimization and gain a market advantage over its competitors, a company needs a clear structure and clear goals in order to apply various skills.

Long Answer (8 to 10 sentences)

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?*

While driving or walking, you encounter many billboards in most cities. I have recently also seen various billboards. One of these billboards was from KFC and had a box on the billboard, in which various fried chicken pieces were to be seen. Next to it you could read the price, which was marked as "special offer". Another poster showed me an advertisement from H&M. A model could be seen wearing a T-shirt and marketing it.

In addition, one could recognize the name of the product as well as the price on the advertising poster. Another advertising poster was from Audi and showed a car, which is supposed to be electric according to the description next to it. All three advertisements convey different products and values and accordingly market them differently. I feel that Audi's ad is the most effective because it conveys sustainable attributes and presents Audi as a company well. The other two ads are not as successful in my opinion, as they simply advertise the respective product, and don't really incorporate the brand image in the process. In general, despite the new advertising possibilities, I still find billboards a good, if not the most effective way to market products. This is due to the fact that potential customers perceive the advertising posters in everyday life, for example, on the way to work or during a walk. So a company can additionally advertise through billboards, but should prefer digital advertisements.

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?*

Instagram, Snapchat, and OneFootball are three apps that I downloaded on my phone out of self-interest. I downloaded Instagram because the social media platform allows me to be digitally connected with my friends, have fun, and stay up to date with what's going on. Snapchat I downloaded because it is also an easy and "fun" way to stay in touch with friends and to share my life. Also, the societal pressure of most in my generation using these apps and thus sharing their lives encouraged me to download these apps. OneFootball is an app where I get the latest information about my favorite club and soccer itself. All apps are free to download, but of course they still need to be financed and therefore use external advertisements as a source of revenue, in addition to in-app purchases. The fact that I am shown ads from time to time when I open the app or use it is not a problem for me. However, if the ads are intrusive and you have to wait certain seconds before you can close the ad, for example, I find ads annoying. In general, however, I think that free apps are welcome to use ads, since they have to finance themselves and I get a benefit from the app. However, for apps that you pay for when you download them, I think advertising content should be avoided.