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BUS346: Advertising and Sales Promotion

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Module 4 Assignment

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

The media plan is broken down into four stages; market analysis, establishment of media objectives, media strategy development and implementation, and evaluation and follow-up.

Media planning sets the parameters for the media buying, media buying involves evaluating all media advertising options within your budget parameters in order to determine which audiences, ad types, and combination of media channels will help deliver the best possible campaign results, then purchasing those ads.

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

Reach is the number of viewers within a set period that is potentially exposed to your marketing effort or ad campaign.

Frequency is the number of times a person is exposed to an advertisement or the number of times an advertisement is repeated through a specific medium over a specific time period.

Ratings is a measurement of an advertisement's audience, recorded as a percentage of the original targeted audience.

3. Define the three-exposure hypothesis.

The three-exposure hypothesis is the minimum number of exposures required to make advertising effective.

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

Brand recognition is the extent to which a consumer can correctly identify a particular product or service just by viewing the product or service's logo, tag line, packaging or advertising campaign. Brand recall is the percentage of individuals who can recollect your brand. To compare the two both brand recognition and recall can have individuals involved percentage wise in the brand.

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 in my opinion is probably the most effective choice listed above for a number of different reasons. Television is something all age groups use and actually depend on for day to day living. Some pros about television is that they are used by millions of people around the world. Television is more modern and more popular out of all the choices and it is something that will be in style for a very long time into the future. Some cons of television is that sometimes people only use their television for entertainment such as Netflix and Hulu so it could be leaving out room for advertisement.

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

7. Define cyberbait and describe the three common forms.

Cyberbait is simply something that lures you or brings people to the site, it encourages purchase more than normal.

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

Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones. In my opinion, I believe the difference is simply it being mobile, since it is mobile there are more opportunities for more doors to open and spread the advertisement bigger and wider.

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

10. Define search engine optimization (SEO).

Search engine optimization is the process of getting traffic from free, organic, editorial, or natural search results in search engines. It aims to improve your website's position in search results pages. Remember, the higher the website is listed, the more people will see it.

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? How effective are billboards at reaching you with an advertising message?

I saw a Sexual billboard, Goya Beans billboard, and Claro billboard. In my opinion, billboard advertisement is not as effective as many other options. Personally, I dislike billboards for so many reasons and I rarely ever pay attention to them. When I'm driving I tune billboards out on purpose so I can focus on driving and eliminate distractions so I easily ignore them while driving. Billboards are probably the least effective while trying to send me messages about whatever it is they're advertising. Neither billboard of the three I saw and listed were effective at all towards me and I truly believe I will continue to be this way for a long time.

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?

Three apps installed on my mobile phone are Instagram, YouTube, and Twitter. All three were downloaded for the same reason and that is for entertainment purposes and to have something to do and look at while I am bored on my phone. Advertisement is heavily connected with the three apps and the advertisement done through these apps are probably the most effective here. My thoughts about apps that utilize some type of advertising is that I expect it and it is smart since it is where you can easily grab the attention of millions of people ranging from different age groups, races, parts of the world and different tastes.