

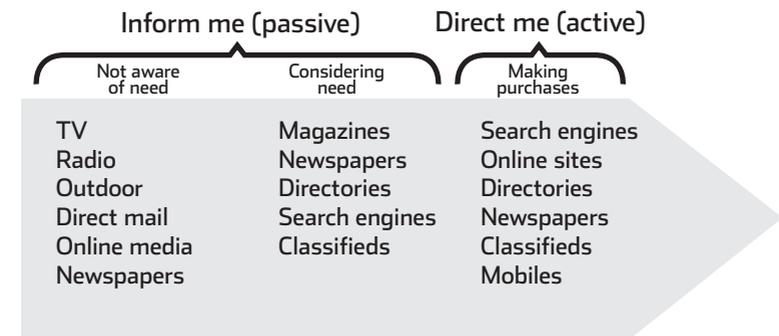
"I am often asked how I got into this business.  
I didn't. The business got into me."  
Leo Burnett, advertising statesman



## Broadcast media

**B**roadcast media is often used to target mass audiences. Think back to chapter 11 when we discussed the following diagram, which illustrates different mechanisms for reaching your customers according to their state of awareness and their needs. We talked about how television, for example, is generally not where consumers look when they are aware of a need. Can you imagine turning on the television in the hope of finding a plumber or supplier when your hot water system breaks down? Most of us would turn to the Yellow™ directory, our local newspaper or a search engine. On the other hand, you might be thinking of renovating

your home and be prompted into action by an advertisement on television for a kitchen sale. The same theory applies to radio as for television. In these cases, the difference between one buyer and another is their state of awareness. Where one is looking consciously to be informed, the other is doing something unrelated, but taking in advertising information at the same time.



When we talk about broadcast or electronic media, we are usually referring to radio, TV and online media. We have already discussed online media, so let's look at radio and TV. These are the primary media vehicles we use when we need to advertise to a large audience to create awareness of our brand or a particular message. Broadcast media is not easily targeted and, by its very nature, is interruptive in its delivery.

### Free-to-air television

According to Nielsen Media Research, approximately 99% of all Australian households have at least one working TV set. Free-to-air TV can deliver fast and effective results for a wide range of objectives. Whether you want to drive short-term sales, launch a new product or service, or promote your brand, free-to-air TV can be a powerful tool available to advertisers. While it is possible to reach your target audience solely through TV, it is

recommended you complement your free-to-air TV advertising schedule by advertising in one or two other media channels. Of course, this will be dependent upon your budget. In particular, you should consider complementing your TV advertising with a channel where customers can find you when they are ready to buy, such as directories and classifieds. This allows you to create awareness through TV and a connection through the print medium for when they are ready to buy.

Generally, TV on its own is not a cost-effective medium for reaching a small, targeted group of customers or talking one-on-one with a particular segment of the market. What might work well, however, is a TV advertisement supported by a direct mail piece referring to the recent TV advertising. There are two key factors you may need to consider when advertising on TV. Firstly, the cost of producing your TV commercial and, secondly, the cost of airing the TV commercial.

### The changing function of TV

Many people tend to do more than one thing while watching TV as a reflection of the busy lives we lead today. The shows most people watch (those with the highest ratings) can charge a lot of money for their advertising time slots. As an example, in the United States, the greatest sporting event of the year is the Super Bowl, held on the first Sunday of February each year, with an estimated audience of some 80 million people. The cost of one 30-second TV ad is around US\$2.4 million. That does not include the cost of making it! This means that even the large advertisers air only one to five spots each. At that price, who can blame them?

### Making a TV advertisement

The cost of a TV commercial can be influenced by a number of key factors:

- The length of the commercial - they are generally 15, 30, 45 or 60 seconds in length
- Whether you want to shoot at a specific location (such as your store) or in a studio

- Whether you need to have a live shoot at all, or whether your ad can be created on computer using graphics and voiceovers
- Whether you use acting or voiceover talent.

There are a number of options for developing TV commercials, including:

- Using a TV station's creative department
- Using an advertising agency to manage the whole process
- Working with a TV production company
- Doing it yourself according to the specifications required by the TV stations.

A low-budget 30-second TV advertisement, which might comprise your logo, some still images and a call to action can be produced by a TV station from around \$6,000. If you use an advertising agency, you should expect the costs to go up to cater for the additional people who are likely to be involved: account service staff, creative staff, film production staff and editing staff. Prices can be hard to estimate because so much is dependent upon the message and the creative elements used, as well as the number of people involved.

TV advertising can be expensive and it can also be complicated. Be sure you understand all elements involved and what you can expect for your money before you commit. Remember increasing the budget does not necessarily mean an increased result, so stick to your budget.

Talent can also be important. If you do use talent (actors or voiceover artists), try to ensure they are signed on for a period of time, say two to five years. You may want to re-use the commercial again in a year's time and if your talent agreement was originally only for six months, you may be up for another fee.

Similarly, if your agreement is for TV only and you decide you want to run a complementary print ad, unless you negotiate use of their image in additional channels, you may be charged additional talent fees. Try to anticipate your needs and negotiate at the beginning of their contract where possible.

In his book *Ogilvy on Advertising*, David Ogilvy provides some guidelines for making TV commercials:

- **Use humour** – many Australians like an ad that makes them laugh
- **Slice of life** – provide a reality situation people can relate to
- **Testimonials** – can provide credibility
- **Demonstrations** – show the product or service in action; you can have fun with these by demonstrating extreme examples
- **Problem solution** – show the problem and then the solution
- **Talking head** – an expert speaker should grab the audience's attention
- **Characters** – can work well if they are believable and relevant to what they are promoting
- **News** – people tend to like being informed, and if you can do it and entertain them at the same time, all the better
- **Emotion** – charm, nostalgia, human connection. Use emotion, but always remember to provide a rational reason as well.

### The media brief

You can buy TV slots directly from the TV networks or through an advertising or marketing agency, or a media buying agency. You need to determine which time slot/s to request and which channels you want to advertise on. You might want to try to match up with a program watched by your target audience. Or you may choose a program appealing to a lot of people. Your selection is likely to vary according to which program is on at what time, on which channel, and who tends to watch the program/channel. People often prefer to engage a media agency to arrange their TV slots so let's look at what you should include in a brief for engaging an agency:

- The TV campaign objective – product awareness, sales results etc – this is one of the most important elements so try to be clear
- Your target customer profile. The more detail you provide to the media planner or TV network, the better. For example, 18–25 year old males in Sydney who earn \$30–60,000 and enjoy outdoor sports,

or 35–45 year old married professional females who are the main grocery-buyer. Consider:

- Gender
- Age
- Location
- Job
- Income bracket
- Lifestyle
- Recreational activities
- Your budget – how much you have for media and production
- Your proposed length of campaign – one week, one month, etc
- Your measurement criteria for success – sales, brand awareness, competition entries.

For a small business considering TV as an advertising option, it is likely to be more affordable working directly with the TV networks for both the creative and the media buying. If you decide to spend more on the production of your commercial, the TV networks should be able to recommend a production house or agency to work with.

Once you have developed a brief, you should discuss your needs with the sales team at each of the networks. Ask them to present you with a media plan to fit your objectives. This is likely to help increase your knowledge, especially if you question areas you find confusing. Have several networks present to you, so you are in a better position to make an informed choice. You can get value for your TV dollar by choosing off-peak timeslots like daytime or late night. Off-peak programming still delivers significant audiences but at much lower rates. The main point is to know your audience and what your objectives are. If your target market is other small business owners, early Sunday morning and late night TV, which can be bought quite cost effectively, may be options worth considering.

Listen to what the TV networks say about what your target audience is watching and don't be swayed by your own viewing habits if you are not in the target audience demographic.

### How long should the campaign last?

It is recommended to have a short sharp burst of TV rather than a longer campaign with less ads being screened. In other words, try to go for 40 x 30-second ads over a week rather than 20 x 30-second ads over a month.

The reason for this is your chances of being seen by your target customer during a short period of time with repeat screenings are increased. If it is your first campaign on air, you may need to spend more upfront to achieve momentum for your brand. Unless your ad is particularly memorable, your target audience is likely to need to see your brand and message several times before they remember it without being prompted. People are unlikely to be waiting around for you to advertise to them. TV advertising is an interruptive media. That is, it interrupts what they are watching, so you need to grab their attention quickly and reinforce it through frequency. Frequency is a term you will hear a lot in TV and radio advertising. It is defined as the average number of times your target audience is exposed to a commercial. After you have advertised for a while and people are aware of your brand, you might consider reducing the frequency of your ads.

If you can afford to buy across several networks, then you should consider doing so to help increase your exposure. However, if your budget won't allow you to do this effectively, it's best to work with one network and do that well. If the results don't work out you might want to try another network the next time round.

As with all advertising, you should give TV some time to work. Try some different messages, try some different shows. One business might find its target audience is working longer hours and watching late-night news rather than the first editions, so it may have more success advertising in late-night TV slots than in prime time.

Measurement is also vital. Use 1300 numbers or SMS responses and monitor the incoming calls, or ask your customers how and where they heard about you. This is important information as it may indicate you need to improve your message on air. For example, the addition of a voiceover artist reading out your business phone number may deliver a better result than simply having it displayed on screen.

### Subscription television

Subscription television (satellite) was first launched in January 1995 with cable services launched in September and October 1995.

By end 1995 there were 85,000 homes with 300,000 potential viewers. As at the end of June 2007, 6.1 million Australians are now STV subscribers equating to 31% of the population. The growing reach and penetration of this medium has made it a fundamental part of the Australian television market. Australians are increasingly becoming very selective about controlling what they watch during their precious leisure time. Given the ability to target niche markets through programs on pay TV, this medium can provide more of an opportunity to reach your specific target market than free-to-air television. This is because people who access Pay TV have more control of content and determine what channels they want access to according to the information that best suits their needs. For example, if you are after extreme sports fans, then TV ads on Pay TV channels such as Fox Sports and Fuel TV would be recommended.

Some advantages of advertising on TV include:

- A cost-effective way of reaching a mass audience
- Provides motion, sound and vision
- High frequency possible
- Runs 24 x 7
- Can be split across metro and regional audiences
- Can impact a general audience quickly.

Some disadvantages of advertising on TV include:

- Cost of production can be high
- Changing your ad can be expensive and slow
- Testing different ads is expensive compared to other media
- Audiences are fragmenting and it is harder to get their attention
- Measurement of success can be difficult without a call to action (SMS/phone etc)
- Exposure to each message low due to time
- Typically low involvement from viewer.

## Radio

According to Nielsen Media Research, every home in Australia has at least one radio. In terms of getting coverage across Australia, radio can be one of the most easily accessible mediums. There are approximately 37 million radio sets across the country, and almost 8 in 10 Australians listen to commercial radio every week.

Listed below are the different types of radio stations in Australia and how many stations belong to each group:

- Commercial Stations - 260
- National Radio (ABC) stations - 5
- Community Stations - 230
- Low power narrow casting and temporary community stations - approx. 1500

Following changes to ownership rules which allow owners to operate two stations in each market there has been considerable consolidation of the industry over the past five years. Currently 80 per cent of the stations are in the hands of 12 radio networks.

Mechanisms for listening to radio have changed drastically over the past five years or so. Many people now listen via their PC, others via their mobile phone or through podcasts downloaded from their favourite radio station onto portable players such as the Apple iPod or the iRiver.

### Commercial radio stations

Most commercial radio stations position themselves within a particular demographic – less than 35, less than 25, 40+, decision makers, gender and so on. They usually have extensive audited information about their listeners, and it is well worth investigating this data to get maximum value from your advertising dollar.

### Public radio

Public radio stations tend to specialise in particular subject areas and their listeners are usually very committed to their station. Well-established public radio usually communicates with their subscribers in a variety of ways. Again, it is all about knowing your target market. For example, if you are after the hard-to-connect-with generation Y, several public dance stations may offer a unique way to connect and build credibility with this audience.

### Working with radio stations

Radio stations work very much like TV networks and it is best to approach them in the same way. Prepare a brief and ask several stations to come back to you on what they believe is the best way to schedule your advertising for maximum return. Again, two elements are key – first, know what your objective is for advertising and second, know who your target market is. As with TV advertising, you can work directly with the radio stations to produce the radio script and schedule, you can choose to work through an advertising or media buying agency, or you can do it yourself. The most affordable way is usually to work directly with the radio stations. If you do engage a radio station to create your ad, make sure to check they are OK with it appearing on another station, otherwise you may attract additional fees later. Test all creative before going to air with your target market by playing the proposed ad to some existing clients or with a sample audience. The main advantage of radio over TV is usually the cost. Radio can be very good value for money, so you might consider testing various creative and trying different messages at different times of the day to see which ones work best. Here are some suggested ways to use radio:

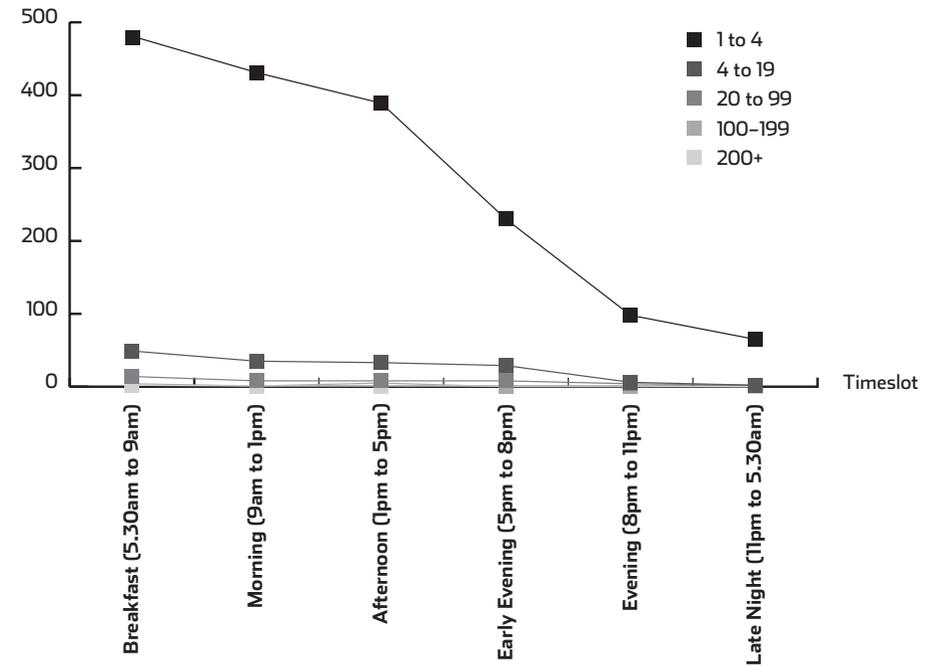
- **Advertising** – Radio advertising is typically a 30- or 45- second commercial using a script recorded by a voiceover actor or by the business owner
- **Live Reads** – These are where the station announcer reads the script live on air to give the commercial more credibility and ‘celebrity endorsement’. These can work well if the announcer is well respected and actually understands the product they are promoting. Keep

in mind it might not be credible if you had a 60 year old talkback announcer promoting a rap artist or a youth station announcer doing a live read for a retirement village.

- **Station promotion or sponsorship** – Some radio stations may look for a sponsor for a specific show or segment and will work your product or service into their show. This gives you credibility, promotion and more air time, which in turn gives your brand and message more exposure to your target market. You may even fund this type of promotion through the supply of products, such as providing a major prize. This can reduce your costs, as you provide the product at your wholesale or production cost and the radio station promotes it at its recommended retail price.
- **Outside broadcasts** – a way of using the station’s on-air team and combining this with your business so they can broadcast live from your place of work. These can work well for a store opening or a sale as a way of attracting people into your store. It also provides your business an association with the station, which you can use to promote your event in the weeks leading up to the live broadcast (if permitted). During the live broadcast, the announcers may also refer to your business, adding frequency and therefore an increased chance for you to connect with your target market.

According to AC Nielsen’s Panorama Survey 2005, as illustrated in the following diagram, businesses employing 1–4 people are the demographic most likely to listen to daytime radio. For many, the radio may be left on to provide background noise, for entertainment in a retail setting, in the car or to keep a sole practitioner company. Try to let the radio station media planners suggest a program choice rather than letting your personal listening habits decide for you. Ask them to provide information about their listeners at any given time of day so you can be sure they fit your target audience demographic.

Melbourne daytime radio listeners – size of business by employees



Source: AC Nielsen/Panorama Survey 2005

### Making radio work

The following guidelines can be used to help your radio advertising:

- **Advertise to the right market** – this may mean you have to use several stations to get your target market over a 24-hour period as they may listen to one station in the morning, another in the afternoon and another at night
- **Choose the best time to reach your target market** – for example, if your target market is shift workers or those returning home late at night, you might consider off-peak air time
- **Beware of ‘run of station’ package offers** – these can look attractive, but may mean you only have access to 10% peak and 90% off-peak spots – unless these times suit your objectives, don’t waste your money

- **Keep the message simple** – your advertising should include a clear message and a single proposition. Any more and you confuse the listener. Remember you usually only have 30 seconds for your message to be heard, and often less after disclaimers or mandatory legal notices such as competition permits
- **Ensure your creative stands out** – your ad needs to leap into the listeners' ears. Use a question, humour, sound effect or whatever is necessary to ensure your message is heard
- **Consider inspiring your listeners with a call to action** – tell people what to do. For example, call now, visit us now, log on to, SMS this number.

Usually when buying radio slots, the longer the commitment you can give the station, the better. The sales team at the radio station is more likely to offer you a lower rate per ad if you are committed for a longer term.