

10.5: Exercises

Tie it All Together

Now that you have read this chapter, you should be able to determine how to choose the *right* media for client messages:

- You can *define* media mix and media planning.
- You can *list* and *characterize* the traditional advertising media.
- You can *compare* and *contrast* the print media against the broadcast media.
- You can *describe* the usefulness of out-of-home media for carrying advertising messages.
- You can *recognize* the strengths and weaknesses of integrating sponsorships into a promotional mix.
- You can *list* and *describe* three forms of direct-response media.
- You can *list* and *characterize* new media forms.
- You can *explain* how advertisers might use new communication channels to solve advertising and marketing problems.
- You can *characterize* word-of-mouth (WOM), viral, and buzz marketing.
- You can *explain* how marketers and advertisers can use virtual worlds to bring messages to consumers.
- You can *describe* consumer-generated media (CGM) and its uses to advertisers and marketers.
- You can *explain* how social media and social networking sites can be used to advocate brands and brand messages.
- You can *list* and *describe* message objectives.
- You can *demonstrate* how media planning is accomplished.
- You can *identify* and *explain* the media planning analysis tools presented in the chapter.

USE WHAT YOU'VE LEARNED

1. Whether you use Amway products or not, you've most likely heard of this direct marketing organization. In 1999 Amway changed its U.S. name to Quixtar as a means to deal with increasing complaints and accusations that it was running a pyramid marketing scheme. The name change didn't work, and Amway is now attempting a contemporary rebranding of its old Amway name. For more information on the company and its current promotions see www.amway.com for details.

Assume that your advertising agency has just been hired by Amway to rebrand the corporate name and provide a positive response strategy to address critics' concerns. Develop a media strategy and plan for your rebranding idea. Outline your response strategy. Discuss your ideas and plans with peers.

2. Are you wearing a cool timepiece? Watches in all shapes and forms can be found in our society. One issue that is troubling to watch designers and manufacturers is the trend among youth to reject watches in favor of getting their time updates from cell phones or other personal data assistants. One company that is trying a unique approach to attract the fashion-conscious youth element is Xezo (see <http://www.xezo.com> for information). This company specializes in solid silver watches and timepieces, writing instruments, and eyewear.

Assume that your advertising agency has just been hired by Xezo to develop a "new media" campaign that will extend beyond their present media choices (e.g., magazines and Web site). Review the "new media" options and recommend a "new media" plan for the company. Describe the target market that is the focus of your plan. What message do you think the company should use if they were to follow your recommendation? Discuss your "new media" plan and message with peers.

DIGITAL NATIVES

Doing research on traditional and "new" media is not an easy task. How can advertisers and their ad agencies find up-to-date information on media rates and deadlines from media across the country? One of the most popular information sources for advertising professionals is *Standard Rate and Data Service (SRDS)*. According to information provided by the SRDS Web site, "The SRDS database of media and information is the largest and most comprehensive in the world."

Go to the SRDS Web site at <http://www.srds.com> and review the information provided. Choose one of the information sources provided and see what you can find on media rates. Be sure to check out the information directed to students and educators. Once you have completed your review, summarize how you might be able to use this resource to find information on media rates. Lastly, using a search engine, see what other data services might be available to investigate media rates. Review and then compare and contrast a few of the more interesting alternatives you found. How does SRDS stack up against its competitors?

AD-VICE

1. Go to your local newspaper's Web site. Once there, assume that you are an advertiser seeking to place an advertisement with the paper. Attempt to find the advertising rates, size restrictions, availability of color, and any other useful information for placing an ad. Evaluate your search experience. Evaluate the attractiveness of the newspaper's rates.
2. Go to at least one television and two radio station Web sites. Once there, assume that you are an advertiser seeking to place an advertisement with the television station and the chosen radio stations. Attempt to find the advertising rates, special advertising discounts, availability, market coverage, and demographic reached. Evaluate your search experience. Evaluate the attractiveness of the television and radio rates.
3. Assume that you are applying for a marketing management job in direct marketing. The interviewer asks you the following questions: "If you were to take your list of friends, what would be the best way to reach them with a direct marketing message? How would you get their attention with the message?" The interviewer then says, "If you can be creative and answer my questions, you have a future in direct marketing." Answer the interviewer's questions and explain briefly what you have learned about direct marketing through this exercise.
4. Using the "new media" described in the chapter, construct a media plan for introducing a new line of skateboards that allow the boarder double the surface speed of the skateboard. A new wheel design is the secret to the skateboard's astonishing speed. Discuss your plan with peers.

ETHICAL DILEMMA

As indicated in the chapter, "Product placement is also slowly but surely making its way into videogames. Advergaming brings real-world brands into the game." On the surface this seems like a natural extension of product placements that we see every day in our TV programs, movies, and online surfing adventures. Adult gamers would think it unusual if the street scenes where high-speed chases and gun battles took place didn't have billboards and signs that advertised real products. Should product placements in youth-oriented video games have stronger standards?

Assume one of two roles: (a) You are a proponent of product placements in video games, or (b) You are an opponent of product placements in video games. Develop an effective argument for your position. Remember that your argument must address the ethics of using product placements in youth-oriented games. Discuss your argument with peers. Debate the opposition.

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