









THE ROLE OF MEDIA

CHANNEL	STRENGTH	WEAKNESSES	REACH	CPM	GOAL
 TV	<ul style="list-style-type: none"> • Strong reach (98% HH Penetration) • High profile content • Impact of sight, sound and motion • Overall low CPM (depending on objectives) • Daypart and content targeting 	<ul style="list-style-type: none"> • Viewership erosion • Increasing clutter • Long lead times • High out-of-pocket cost • Uneven geographic distribution • Targeting limitations 	High	\$10 - \$40	Awareness
 Radio	<ul style="list-style-type: none"> • Frequency builder • Strong retail vehicle/merchandising • Short lead time • Format targeting 	<ul style="list-style-type: none"> • Difficult to quickly build reach • High clutter • Creative challenge: no visuals • Increased fragmentation 	High	\$8 - \$20	Awareness
 OOH	<ul style="list-style-type: none"> • Builds reach and frequency • Directional retail capabilities • Target by audience and geography • Endless creative opportunities 	<ul style="list-style-type: none"> • Short exposure time • Limited location availabilities • Can be too mass • High production costs 	High	\$6	Awareness Consideration
 Search	<ul style="list-style-type: none"> • Allows control over keywords, messaging, and ad positioning • Advanced targeting solutions • Short lead time 	<ul style="list-style-type: none"> • Doesn't allow for the use of trademarked terms • Limited creative parameters (i.e. character limits) • Requires daily monitoring and optimizations 	Low	\$3.50	Consideration Website Traffic
 Social	<ul style="list-style-type: none"> • Strong reach • Advanced targeting solutions • Short lead time • Creative flexibility 	<ul style="list-style-type: none"> • Requires education/training programs to launch • Requires daily monitoring and optimizations 	Medium	\$5	Awareness Consideration Website Traffic
 Magazine	<ul style="list-style-type: none"> • Efficient reach • Long shelf life • Credibility • Editorial targeting • Cross channel extension via tablets 	<ul style="list-style-type: none"> • Slow reach accumulation • Clutter • Uneven circulation • Long lead times • Increasingly expensive • Minimal reporting available 	Low to Medium	\$10 - \$250	Awareness
 Newspaper	<ul style="list-style-type: none"> • Immediate reach • Flexibility • Complex message explanation • Strong local retail coverage 	<ul style="list-style-type: none"> • One day shelf life • Cluttered environment • Inconsistent reproduction • Circulation erosion/scandals 	Low to Medium	\$25 - \$150	Awareness
 Digital	<ul style="list-style-type: none"> • Builds reach and frequency • Efficient CPMs • Robust reporting capabilities • Creative/technology innovations • Advanced targeting solutions 	<ul style="list-style-type: none"> • Viewability issues • Volatile rates • Difficult to accurately equalize GRPs • Some innovations are untested • Consumer and FCC targeting restrictions 	Medium	\$5 - \$25	Awareness Consideration Website Traffic