



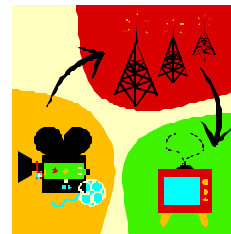
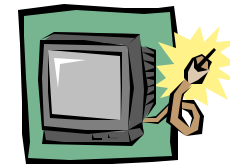
Multi-Media Selling

August 5, 2005





Selling newspaper in a multi-media environment



AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Agenda

- ✍ Five steps to a successful competitive media program
 1. "The Media Pie"
 2. Measure the market
 3. Build the arsenal
 4. Train the troops
 1. Key terminology
 2. Strengths and Weaknesses of Radio, TV and Cable – AVOID negative selling
 3. Become the media consultant
 4. Scarborough Report offers other advantages...
 - ✍ studies your customers and the media they use
 - ✍ measuring shoppers and buyers
 - ✍ more than demographics
 5. Key elements of a successful advertising plan

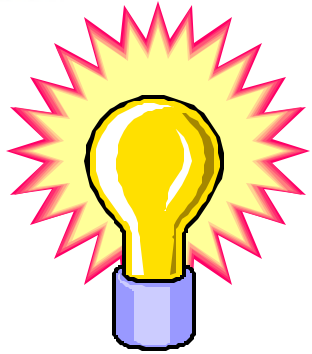
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Agenda, continued

- ✍ Learning Points!!
- ✍ Summary
- ✍ Appendix
- ✍ Acknowledgment
- ✍ Q&A/discussion throughout

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The Five Steps to a Successful Competitive Media Program

1. "The Media Pie"
2. Measure the market
3. Build the arsenal
4. Train the troops
5. Key elements of a successful advertising plan

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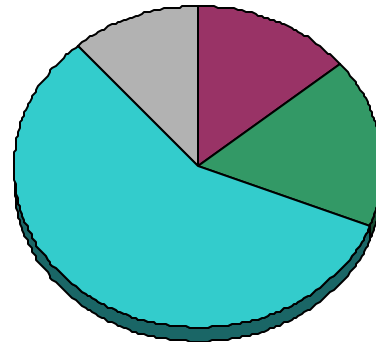


1. Why should I care?
"The Media Pie"

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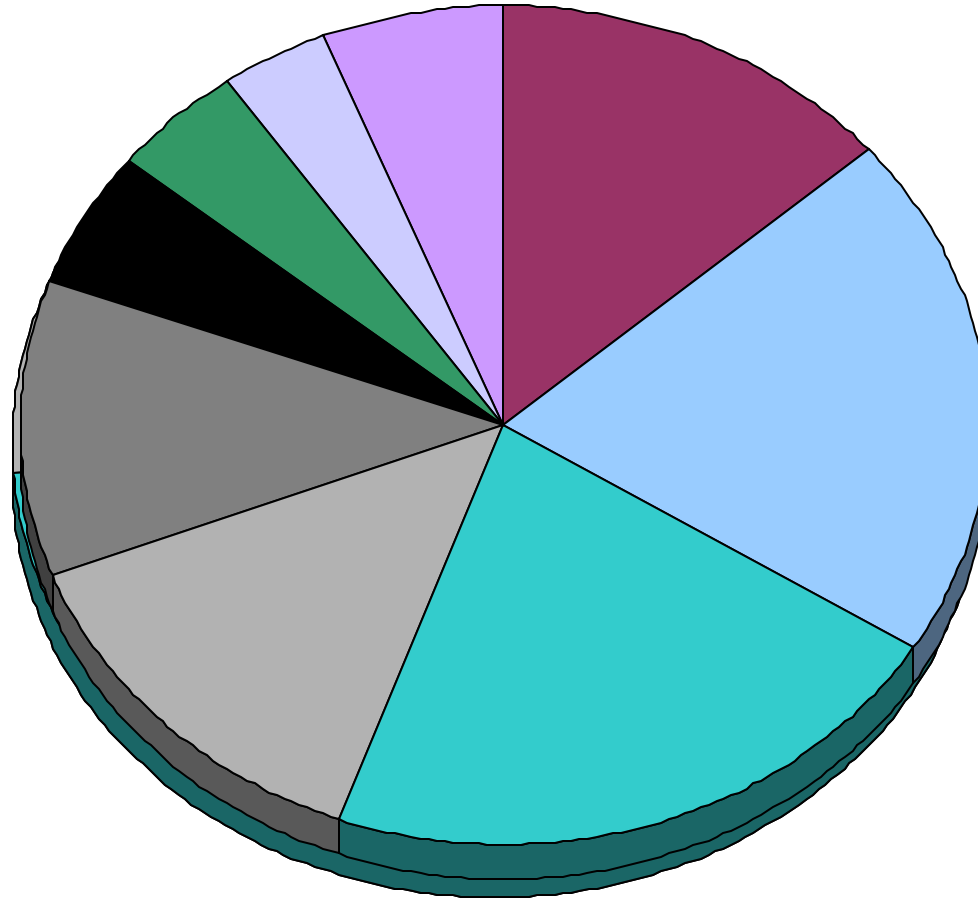
The Pie Ain't Getting Any Bigger



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And, The Slices Are Getting Smaller

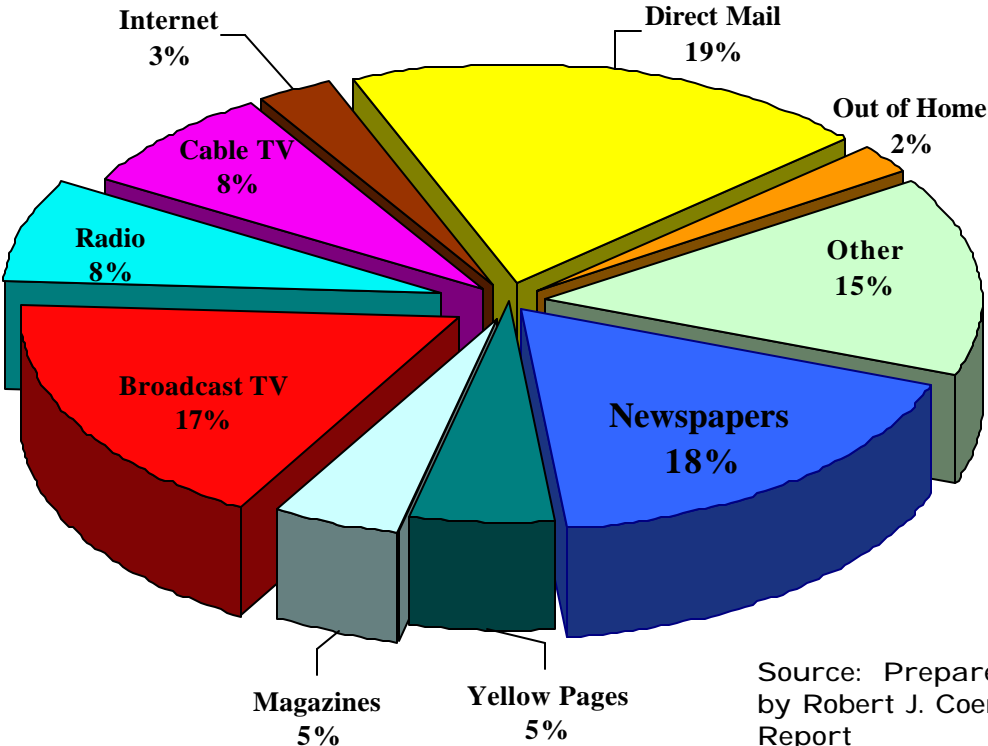


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2004 Share of U.S. Advertising Spending by Media



Source: Prepared for Universal McCann by Robert J. Coen; Bob Coen's Insider's Report
From the McCann-Erickson Worldwide website

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Step 2: Measure the Market

Measure market \$share and

- Audience share
- and Advertiser activity by medium

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Step 3: Build the Arsenal

- Primary Goal: establish audience measurement with credible third party sources
- Secondary Goal: find a software environment that allows you to build/manipulate media schedules

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Competing 24/7/365: The Arsenal

PRIME NExT can do.....

- Audience Measurement
 - Single insertion and cume reach
 - Demographic composition
 - Cost factors to acquire
- Effective Media Scheduling
 - Spot/Insertion and cost evaluation
 - Multi media comparisons

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PRIME NEXt: Media Ranker

Used to "Preach the Reach"

Microsoft Excel - MR1.htm

Scarborough Research
 PRIME NEXt - Media Rank Report
 Scarborough Research

Study: Norfolk, VA 2005 Release 1
 Release: Total (Mar 2004 - Feb 2005)
 Base: CBSA: Virginia Beach/Norfolk/Newport News CBSA
 Projected: 1217537 Respondents: 1878
 Target: HHLD Plans to buy furniture next 12 months

Projected: 196688 Respondents: 295 Percent of Base: 16.2%

Sort: Target Average Audience

Media Vehicle	Aud Comp %	Target Average Persons	Target Average Rating	Target Average Index	Target Cume	Target Cume %	Cume Index
Sunday Virginian-Pilot	16.2	86449	44	100	118625	60.3	107
Daily Virginian-Pilot	16.4	73242	37.2	102	114007	58	108
The Discovery Channel	16.3	68675	34.9	101	68675	34.9	101
CNN	15.2	59722	30.4	94	59722	30.4	94
A & E	14.2	50442	25.6	88	50442	25.6	88
WGNT TV 7AM-9AM M-F	75.7	#2040	1	468	3904	2	314
WTKR TV 7AM-9AM M-F	8	#1337	0.7	49	7507	3.8	56
WFOG FM 6AM - 10AM M-F	11.9	#1260	0.6	73	9170	4.7	89
WCXL FM 6AM - 10AM M-F	49.5	#475	0.2	306	3912	2	217
WTVZ TV 7AM-9AM M-F	21.6	#200	0.1	134	1000	0.5	134

Copyright Scarborough Research 2005
 * Relatively Unstable -- 35-70 Respondents

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PRIME NEXt: Media Scheduler

Used to “reinvest” broadcast dollars.

Microsoft Excel - RF1.htm

File Edit View Insert Format Tools Data Window Help Adobe PDF

Type a question for help

Scarborough Research

A	B	C	D	E	F	G	H	I	J
1	Scarborough Research								
2	PRIME NEXt -- Reach & Frequency Report								
3	Scarborough Research								
4									
5	Study: Norfolk, VA 2005 Release 1								
6	Release: Total (Mar 2004 - Feb 2005)								
7	Base: CBSA: Virginia Beach/Norfolk/Newport News CBSA								
8	Projected: 1217537 Respondents: 1878								
9	Target: HHLD Plans to buy furniture next 12 months								
10									
11	Projected: 196688 Respondents: 295								
12									
13									
14	Cost	Media Vehicle	Sch #1						
15	0	Daily Virginian-Pilot	2						
16	0	Sunday Virginian-Pilot	2						
17	0	WCXL FM 6AM - 10AM M-F	10						
18	0	WFOG FM 6AM - 10AM M-F	10						
19	0	WGNT TV 7AM-9AM M-F	5						
20	0	WTKR TV 7AM-9AM M-F	5						
21	0	WTVZ TV 7AM-9AM M-F	5						
22		Summary	-----						
23		Reach	119889						
24		Reach %	61						
25		Average Frequency	3						
26		GRP's	180						
27		Gross Impressions	354617						
28		Total Insertions/Spots	39						
29		Total Vehicles	7						

Ready NJM

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2005 SSRM

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PRIME NEXt: Detailed Reach Analysis Schedule

Use to determine individual media activity for "reallocation" analyses.

Microsoft Excel - RF1.htm

Scarborough Research

Scarborough Research
PRIME NEXt -- Reach & Frequency Detail Report
Scarborough Research

Study: Norfolk, VA 2005 Release 1
Release: Total (Mar 2004 - Feb 2005)
Base: CBSA: Virginia Beach Norfolk Newport News CBSA
Projected: 1217537 Respondents: 1878
Target: HHLD Plans to buy furniture next 12 months

Projected: 196688 Respondents: 295

Cost	Media Vehicle	Sch #1	Reach	Reach %	Gross Imps	GRP's	Avg. Freq.
0	Daily Virginian-Pilot	2	92272	46.9	146484	74	1.6
0	Sunday Virginian-Pilot	2	103871	52.8	172898	88	1.7
0	WCXL FM 6AM - 10AM M-F	10	1967	1	4750	2	2.4
0	WFOG FM 6AM - 10AM M-F	10	4821	2.5	12600	6	2.6
0	WGNT TV 7AM-9AM M-F	5	3072	1.6	10200	5	3.3
0	WTKR TV 7AM-9AM M-F	5	4023	2	6685	3	1.7
0	WTVZ TV 7AM-9AM M-F	5	561	0.3	1000	1	1.8
	Summary	-----					
	Reach	119889					
	Reach %	61					
	Average Frequency	3					
	GRP's	180					
	Gross Impressions	354617					
	Total Insertions/Spots	39					
	Total Vehicles	7					

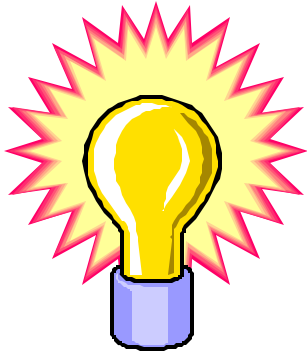
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Step 4: Train the Troops

- Set expectations – train on key media terms & concepts, attributes of the best media mix
- Measure performance – explain, demonstrate, practice
- Create accountability – test for competency (before & after), tie into goals
- Best practices – understanding the media environment (show the entire media story), on-going training
- Push out the data – make it accessible to the troops

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Key Terminology

- Circulation and Readership
- Rating and Share
- Reach, Frequency and GRP's
- Cost-per-thousand (CPM)

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Understand the difference between circulation and readership

- Circulation
 - Number of newspapers sold
 - Audited by the Audit Bureau of Circulations
- Readership/audience
 - Number of adults who read the newspaper
 - Measured by survey research

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Readership versus Circulation

- Bigger numbers
- Quality of our readers
- Comparable to other media

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USA Newspaper Circulation vs. Average-Issue Audience

Total Adults - 821,458
Total Households - 440,000

Daily

Sunday

	<u>Circ.</u>	<u>Avg Issue Aud.</u>	<u>Circ.</u>	<u>Avg Issue Aud.</u>
Total	152,000	342,680	201,500	511,310
% Coverage	34.5	41.7	45.8	62.2

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USA Newspaper Readers Per Copy USA DMA

	Daily	Sunday
Circulation	152,000	201,500
Audience	342,680	511,310
RPC	2.3	2.5

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Rating and Share

Rating -- Percentage of adults (or households) reached by a medium

- The same as **percent coverage**!

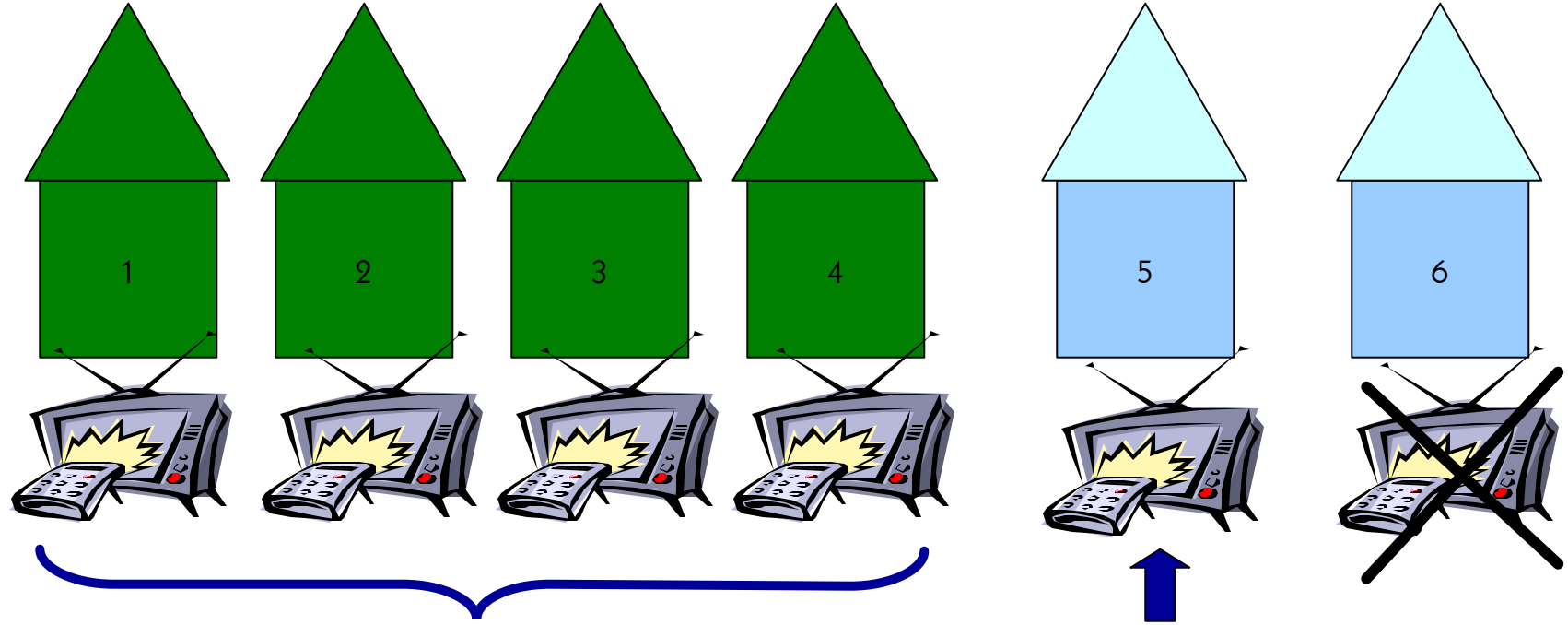
Share -- Percentage of homes using TVs (or radios) tuned to a particular program

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Rating and Share

Six Households in our Universe



Rating for CSI = 67 Four households watching CSI
 Share for CSI = 80
 Rating for DH = 17
 Share for DH = 20

One household watching Desperate Housewives

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Newspaper's Have a Rating and a Share USA County

□ Rating

- Daily = 42 (41.7% coverage)
- Sunday = 62 (62.2% coverage)

□ Share

- Daily = 88 (87.9% of all newspaper readers)
- Sunday = 92 (92.0% of all newspapers readers)

Base = USA County (821,458 adults)

Source: Scarborough Research, Release 1, 2005, Feb 04 – Jan 05

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Experts Evaluate and Select Media Based On...

- ✍ **REACH %** – How many total target prospects – as a % of all prospects – are reached (read, view or listen) by a monthly advertising schedule.
 - ✍ **More REACH = More CUSTOMERS.** The more people Reached, the greater the number of actual customers you will be able to attract.

- ✍ **FREQUENCY** – How many times target prospects are reached by a monthly advertising schedule – (average number of ads they are likely to be exposed to) based on the average number of times they use the media over the course of the ad schedule)
 - ✍ **More FREQUENCY = More RESPONSES.** The more Frequently people are Reached, the more likely they are to respond to it and the higher their response rate.

- ✍ **GROSS RATING POINTS (GRPs) or Target Rating Points (TRPs)** – Represent the combined effectiveness of Reach and Frequency.
$$\text{Reach \%} \times \text{Frequency} = \text{GRPs}$$
 - ✍ More GRPs through More Reach and More Frequency means
 - ✍ More Customer Traffic and More Sales Revenue



Independent Media Comparisons – Newspaper Reach, Frequency and GRPs

NEWSPAPER DELIVERS THE HIGHEST LEVELS OF REACH, FREQUENCY
 AND GRPs

Scarborough Research					
PRIME NExT - Reach & Frequency Detail Report					
Release 2 Aug 2003 - Jul 2004					
<i>Base: Total Adults (Projected: 2,234,435 adults, Respondents 2893)</i>					
<i>Target: Household income \$50,000 or more (Projected 1,147,805 adults, Respondents 1368)</i>					
Newspaper					
Media Vehicle	Monthly Ads	Reach	Reach %	Avg. Freq.	GRPs
Daily Newspaper	5	711990	62	3.5	216
Sunday Newspaper	4	774300	67.5	3.3	220
<u>Total Schedule</u>	<u>9</u>	<u>816304</u>	<u>71.1</u>	<u>6.1</u>	<u>436</u>



Independent Media Comparisons – TV Reach, Frequency and GRPs

TELEVISION DELIVERS LOWER LEVELS OF REACH, FREQUENCY AND GRPs

Scarborough Research					
PRIME NExT - Reach & Frequency Detail Report					
Release 2 Aug 2003 - Jul 2004					
<i>Base: Total Adults (Projected: 2,234,435 adults, Respondents 2893)</i>					
<i>Target: Household income \$50,000 or more (Projected 1,147,805 adults, Respondents 1368)</i>					
Television					
Media Vehicle	Monthly Ads	Reach	Reach %	Avg. Freq.	GRPs
CBS Affiliate	20	265919	23.2	1.9	43
ABC Affiliate	20	219429	19.1	1.7	32
Top Independent	20	118125	10.3	1.7	18
Total Schedule	60	485455	42.3	2.2	93

Newspaper schedule of 2 ads/week for 9 ads/month delivers: 71.1% Reach X 6.1 Frequency = 436 GRPs

Even a schedule of 1 ad/week for 4-5 ads/month delivers 60+% Reach X 3+ Frequency = 200+ GRPs

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Independent Media Comparisons – Radio Reach, Frequency and GRPs

RADIO DELIVERS LOWER LEVELS OF REACH, FREQUENCY AND GRPs

Scarborough Research
PRIME NExT - Reach & Frequency Detail Report
 Release 2 Aug 2003 - Jul 2004

Base: Total Adults (Projected: 2,234,435 adults, Respondents 2893)
Target: Household income \$50,000 or more (Projected 1,147,805 adults, Respondents 1368)

Radio					
Media Vehicle	Monthly Ads	Reach	Reach %	Avg. Freq.	GRPs
Talk AM	40	102512	8.9	4.2	37
80's & 90's FM	40	72795	6.3	3.4	21
Soft Rock FM	40	81507	7.1	4.6	33
Smooth Jazz FM	40	82280	7.2	4.5	32
<i>Total Schedule</i>	<i>160</i>	<i>300927</i>	<i>26.2</i>	<i>4.7</i>	<i>124</i>

Newspaper schedule of 2 ads/week for 9 ads/month delivers: 71.1% Reach X 6.1 Frequency = 436 GRPs

Even a schedule of 1 ad/week for 4-5 ads/month delivers 60+% Reach X 3+ Frequency = 200+ GRPs

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Independent Media Comparisons – Cable Reach, Frequency and GRPs

CABLE DELIVERS LOWER LEVELS OF REACH, FREQUENCY AND GRPs

Scarborough Research
PRIME NEXt - Reach & Frequency Detail Report
 Release 2 Aug 2003 - Jul 2004

Base: Total Adults (Projected: 2,234,435 adults, Respondents 2893)
Target: Household income \$50,000 or more (Projected 1,147,805 adults, Respondents 1368)

Cable					
Media Vehicle	Monthly Ads	Reach	Reach %	Avg. Freq.	GRPs
CNN	50	57723	5	2.3	11
Discovery	50	74491	6.5	1.8	12
ESPN1	50	104382	9.1	2.6	24
Fox News	50	73302	6.4	2.4	16
History	50	60334	5.3	2.3	12
TNT	50	89244	7.8	2.7	21
USA	50	63475	5.5	2	11
<u>Total Schedule</u>	<u>350</u>	<u>410081</u>	<u>35.7</u>	<u>3</u>	<u>107</u>

Newspaper schedule of 2 ads/week for 9 ads/month delivers: 71.1% Reach X 6.1 Frequency = 436 GRPs

Even a schedule of 1 ad/week for 4-5 ads/month delivers 60+% Reach X 3+ Frequency = 200+ GRPs

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CPM Comparison Base: SHR Adults

The Virginian-Pilot (Retail, 1/4 pg, M-F) \$4.35

Affiliate TV (Early Fringe 5-7 pm, M-F) \$4.14

Affiliate TV (Prime Access 7-8 pm, M-F) \$4.10

Affiliate TV (Prime Time 8-11 pm, M-F) \$8.40

Top 10 Radio (Morning drive time, M-F) \$8.14

Top 10 Radio (Afternoon drive time, M-F) \$8.12

Cable (Prime Average, M-F) \$3.30

Sources: The Scarborough Report, Sept 2000, Media Market Guide, 4th QTR. '00 TV based on 30 second spots, radio based on 60 second spots

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Train the Troops: Strengths & Weaknesses of Radio, TV and Cable

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Radio Has Strengths and Weaknesses

Strengths of Radio

- ✍ Speed of audience accumulation
- ✍ Ability to sell on a mass level, similar to newspapers
- ✍ Sound, Emotion and the “Theater of the Mind”
- ✍ Targets narrow demographic audiences
- ✍ Lower-cost commercial production
- ✍ Shorter deadlines and lead times
- ✍ Can work well in a branding campaign

Weaknesses of Radio

- ✍ Radio is fragmented
- ✍ Consumer is tuned in, but not listening
- ✍ Small audiences
- ✍ Difficult to build reach
- ✍ Commercial clutter
- ✍ Lack of retention (recall)
- ✍ Audience is disengaged, primarily focused on driving
- ✍ Radio is largely background medium
- ✍ A radio spot cannot be “replayed” or “slowed” down to catch every detail

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Some Radio Facts

- ✍ Total Radio listening is down
- ✍ Satellite Radio and iPods are taking listeners away from traditional radio stations
- ✍ Clear Channel Radio has reduced the number of commercials on their 1,200 stations across the country to try and re-gain lost audiences...and lost advertisers
- ✍ Advertisers are recoiling at the high costs, limited availabilities and commercial over-saturation on larger "corporate" conglomerate stations
- ✍ Locally, Radio audiences are fragmented with more than 20 program formats and almost 40 radio station signals coming into the market

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TV Has Strengths and Weaknesses

Strengths of TV

- ✍ Ability to create awareness
- ✍ Provides high reach and builds quickly
- ✍ Sight, Sound, Motion and Emotion – excellent in demonstrating a product
- ✍ Network TV and Spot TV advertising provides an advertiser with options
- ✍ Spot TV shorter lead time
- ✍ Primetime spots can deliver relatively large audiences
- ✍ Can work well in a branding campaign

Weaknesses of TV

- ✍ TiVo/ DVR increase competition
- ✍ VCR/DVD use decreases viewership
- ✍ Eroding audiences
- ✍ Commercial clutter
- ✍ Channel switching
- ✍ Lack of retention (recall)
- ✍ Difficult for local advertisers to match production quality of national companies and network advertising
- ✍ Cannot provide detailed buying information

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Some TV Facts

- ✍ TV is in virtually every household but the proliferation of broadcast TV networks, independent stations and hundreds of Cable channels has severely fragmented TV's audiences
- ✍ The booming popularity of DVRs enable TV viewers to by-pass commercials
- ✍ The Internet has taken time away from TV and Cable viewing
- ✍ Heavy TV viewers are downscale as opposed to the upscale richness of the newspaper reader

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2005 SSRM

REVOLUTIONize

SCARBOROUGH RESEARCH

Cable Has Strengths and Weaknesses

Strengths of Cable

- ✍ Like TV, ability to create awareness of product
- ✍ Like TV, Cable provides Sight, Sound, Motion and Emotion – excellent in demonstrating product
- ✍ Geographic targeting
- ✍ Low cost to advertiser
- ✍ Targets narrow demographic audiences (Think of Lifetime!)
- ✍ Provides positioning options

Weaknesses of Cable

- ✍ Small audiences
- ✍ Difficult to build reach
- ✍ Commercial clutter
- ✍ Lack of retention (recall)
- ✍ Low quality on ad placement
- ✍ Viewers act to avoid commercials by switching stations or leaving room
- ✍ Cannot provide detailed buying information

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Some Cable Facts

- ✍ Cable is in 2/3 to 3/4 of every household but the proliferation of Cable channels has severely fragmented Cable's audiences
- ✍ The booming popularity of DVRs enable Cable viewers to by-pass commercials
- ✍ The Internet has taken time away from TV and Cable viewing
- ✍ Except for a few Cable channels during primetime, heavy Cable viewers, especially during the day and late at night, are downscale as opposed to the upscale richness of the newspaper reader

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Train the Troops: Become the Media Consultant

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Become the Media Consultant: Consultative Selling

Become the Media Expert!

To develop the kind of trust and respect that enables us to be viewed as media experts, we must understand:

- Market and media research (Talked about.....Scarborough)
- The three competitive strategies: Maintain (Defend), Switch (not Hitch), Change Media Mix
- Comparing Newspaper, TV, Radio and Cable to pick the best media for your needs.

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Competing 24/7/365: Three Competitive Strategies

- Defend
 - remain your position
- Switch
 - switch out of other medium
- Change Mix
 - reallocate other media dollars to newspaper

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Competing 24/7/365: Defend

- Currently spending 100% in newspaper
- Maintain share proposition
- Strategy: keep advertiser in newspaper

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Media "Reach" Ranker

Base: South Hampton Roads Adults

<u>Media Vehicle</u>	One insertion	One week of insertions	
• Virginian-Pilot Daily	57.9%	80.7%	(5x)
• Virginian-Pilot Sunday	71.8%	71.8%	(1x)
• WOWI (M-F 6-10am)	2.1%	12.2%	(80x)
• WAVY (M-F 5-7 pm)	7.4%	26.4%	(20x)
• ESPN (M-F 8-11 pm)	1.0%	12.2%	(30x)

Top-rated radio station (M-F, 6-10 AM), top-rated local TV station (M-F 5-7 PM), top-rated cable (M-F, 8-11 PM)

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Competing 24/7/365: Switch Out

- No current spending in newspaper
- Acquire share approach
- Strategy: switch a percentage of the budget

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“Switch-Out” Media Comparison – Virginian-Pilot Based on a \$5,000 Investment Base: South Hampton Roads Adults

<u>Medium</u>	<u>Insertions</u>	<u>Reach</u>	<u>Frequency</u>	<u>CPM</u>
Newspaper	3	79.6%	2.3x	\$3.70
Television	10	37.1%	1.8x	\$11.60
Radio	50	32.9%	1.6x	\$11.07
Cable	100	27.1%	2.0x	\$12.57

Source: The Scarborough Report, Sep., '02

Insertion levels: newspaper: 2 daily and 1 Sunday, TV: ABC,NBC,CBS (5-7 PM, M-F)

radio: top ten stations, 6-10 AM, M-F), cable: top twelve networks (8-11 PM, M-F)

Mike Lambert – Virginian-Pilot

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Competing 24/7/365: Change Media Mix

- Currently spending “0” dollars or low % in newspaper
- Increase share approach
- Strategy: increase spending share in newspaper

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Target: Adults who plan to purchase a new vehicle in the next 12 months

Budget: \$32,000 Anywhere DMA

TV Only – WFTS, WTSP, WFLA

Day -- 5 spots, Prime Time -- 7 spots, Late News -- 8 spots

Newspaper Only

Anywhere Daily Newspaper: 3 daily/3 Sunday

TV/Newspaper Mix

Anywhere Daily Newspaper: 2 daily/1 Sunday

Day -- 4 spots, Prime Time -- 4 spots, Late News -- 3 spots

TV rates based on Spot TV CPP - "Media Market Guide"

Newspaper rates based on quarter page retail rate

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Source: Scarborough Research, Release 1, 2005, Feb 04 – Jan 05



Target: Adults who plan to purchase a new vehicle in the next 12 months

Budget: \$32,000 Anywhere DMA

Preach the Reach	<u>TV Only</u>	<u>Np Only</u>	<u>TV/Np Mix</u>
Total Reach	134,116	134,975	174,706
Reach Percent	40.4%	40.7%	52.7%
Impressions (000)	237	466	343
GRPs	71	140	104
Ave Freq	1.8	3.5	2.0
Total Cost	\$31,871	\$31,527	\$31,906
CPM Reach	\$238	\$234	\$183
CPM Impressions	\$135	\$68	\$93

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Source: Scarborough Research, Release 1, 2005, Feb 04 - Jan 05



SCARBOROUGH RESEARCH

Newspaper Improves Efficiency of TV Buy

Base: Hampton Roads Adults Budget: \$75,000

Insert. Spots	Reach %	Reach	Avg. Freq.	CPM Imprsns	GRP's
Schedule 1: 100% TV					
161	85.7%	839,244	10.2x	\$8.75	875
Schedule 2: 75% TV (only)					
113	82.7%	809,787	7.9x	\$8.79	654
Schedule 3: 75% TV/ 25% Newspaper					
133	98.8%	967,818	13.5x	\$5.75	1,331

Sources: Scarborough Sept. 2000, Media Market Guide 4th Qtr.'00 Based on top three stations, all dayparts, equal distribution.

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The Scarborough Report Offers Other Advantages

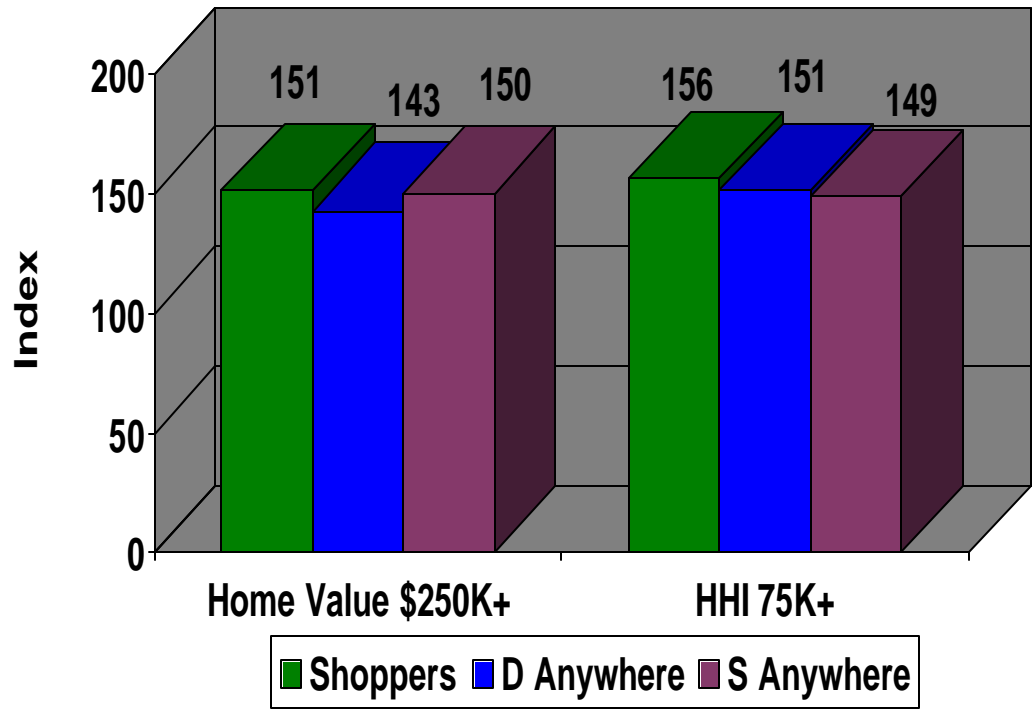
✍ Scarborough Measures SHOPPERS and BUYERS; Provides Cross-Shopping and Closing Ratio Information by.....

- Matching your media's demographics to your advertisers
- Showing where your advertisers shoppers/buyers are also shopping (cross-shopping)
- Showing those shoppers that converted to buyers

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Circuit City/Best Buy Shoppers and Anywhere Newspaper Attract Similar Demographic Segments



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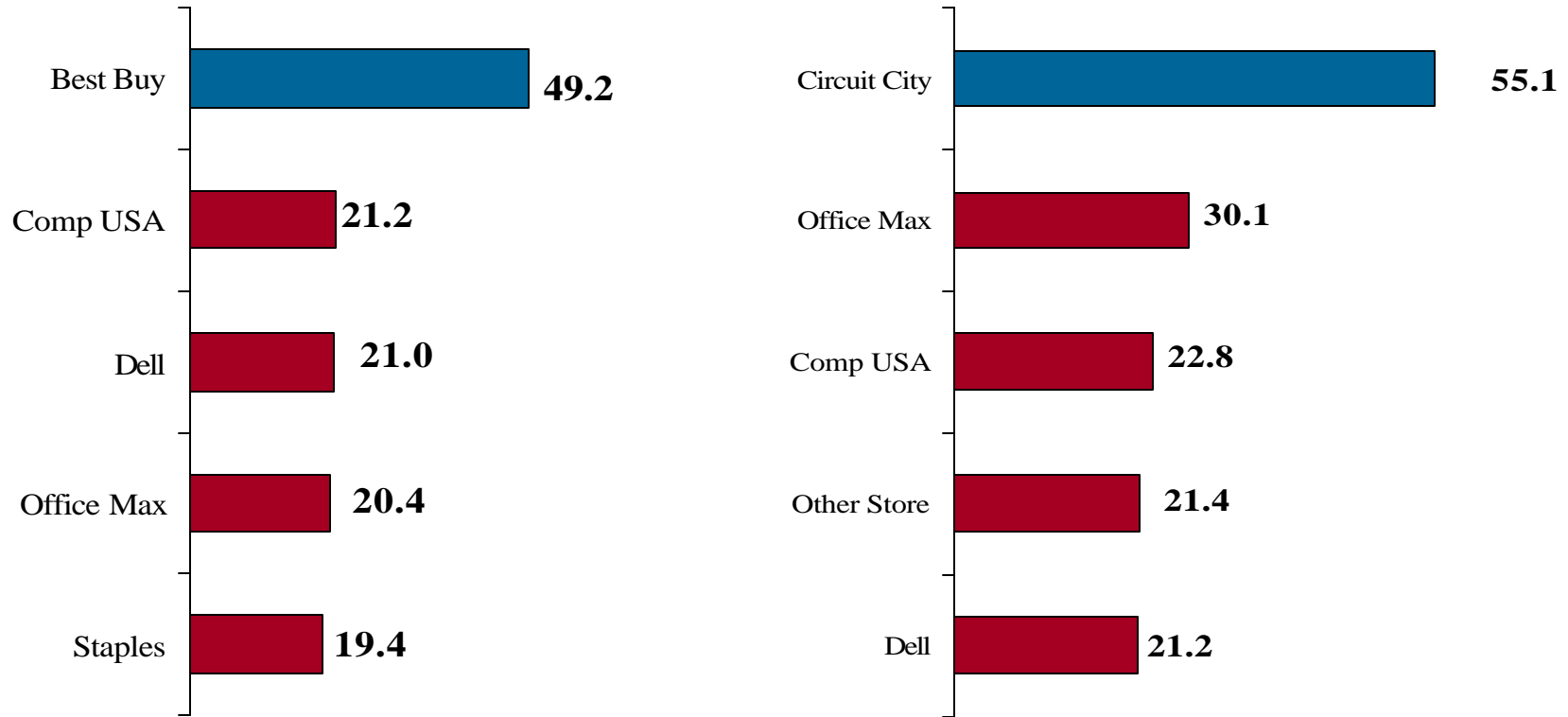


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CANTOR FINCH RESEARCH

Circuit City/Best Buy Cross Shopping Computer Hardware/Software Shopped Past Month



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Retail Share of Market & Closing Ratios

Audio/Video Stores Shopped Past Month

Store	Shopped	Purchased	Closing Ratio
Circuit City	21.5%	12.5%	58%
Best Buy	19.2%	12.0%	63%
Dell	11.5%	8.5%	74%
Office Max	9.2%	6.4%	70%
Staples	7.4%	5.2%	70%
Comp USA	6.9%	4.3%	62%
Office Depot	4.4%	2.4%	55%

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Key Elements of a Successful Advertising Plan

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Key Elements of a Successful Advertising Plan

SUCCESSFUL ADVERTISING PLANS HAVE THE...

RIGHT STRATEGY: Your advertising plan should be focused on helping you achieve an overall business strategy...

- ✍ Conservative Strategy – Protect the business at its current level against competition
- ✍ Aggressive Strategy – Strengthen the business by taking it to a higher level (growing an existing business, positioning a new business, re-positioning an existing business that has slipped in market position)



SUCCESSFUL ADVERTISING PLANS HAVE THE...

Right Budget: The "recommended" budget allocation derived from the media mix analyses.....

Example: Total Advertising Budget: \$1,200,000/year

Budget Allocation

- ⌘ Union-Tribune: \$300,000/year – 25% of Advertising Budget

- ⌘ Broadcast:
 - ⌘ TV: \$360,000/year – 30% of Advertising Budget
 - ⌘ Radio: \$360,000 – 30% of Advertising Budget
 - ⌘ Cable: \$180,000 – 15% of Advertising Budget
 - ⌘ All Broadcast Media Combined: \$900,000/year – 75% of Advertising Budget



SUCCESSFUL ADVERTISING PLANS HAVE THE...

RIGHT GOALS: To help your advertisers achieve their business strategy, your advertising plan must...

- ✍ **Build Exposure** and awareness for the advertiser's business, enhancing the business' identity and image
- ✍ **Drive Results** and advertising response, increasing customer traffic and sales revenue

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Foundation Medium

Experts agree that the Foundation of your advertising media plan should be the one medium that delivers significantly more Reach, Frequency and TRPs.

Your Foundation Medium Must Meet These Market Norm Standards of Media Effectiveness for Monthly Schedules:

✍ **Conservative Strategy:**

50 - 60% Reach X 3 - 5 Freq. = 150 - 300 TRPs

✍ **Aggressive Strategy:**

60 - 75+% Reach X 5 - 6+ Freq. = 300 - 450+ TRPs

To perform effectively, your Foundation Medium must meet these standards, especially Reach and TRPs. If one of these two important standards is achieved but not the other, such as meeting the TRPs standard but falling short of the Reach standard, the medium is not as effective as it needs to be and should either be re-configured or eliminated from your advertising plan.



Foundation Medium

If Your Foundation Medium meets the standards at the low end of each range, it should get 40%-60% of the budget

✍ If Your Foundation Medium meets the standards at the high end of each range, it should get 60%-80+% of the budget

✍ Media that fall short may be better suited to play the role of Complementary Media getting no more than 20-40% of the budget



Foundation Medium – Union-Tribune Example

The SAN DIEGO UNION-TRIBUNE Meets the Standards For a FOUNDATION MEDIUM

The Union-Tribune gives you significantly More Reach, Frequency and Target Rating Points.

For Most Prospect Targets...

✍ A schedule of 1 ad a week for 4-5 ads a month delivers:

60-65+% Reach X 3.5 Freq. = 210-225+ TRPs

(Conservative Strategy Standards: 50 - 60% Reach X 3 - 5 Freq. = 150 - 300 TRPs)



Foundation Medium – Union-Tribune Example

The SAN DIEGO UNION-TRIBUNE Meets the Standards For a FOUNDATION MEDIUM

✍ A schedule of 2 ads a week for 8-9 ads a month delivers:

70+% Reach X 6 Freq. = 420+ TRPs

(Aggressive Strategy Standards: 60 - 75+% Reach X 5 - 6+ Freq. = 300 - 450+ TRPs)

✍ Based on the fact that the Union-Tribune delivers Reach, Frequency and TRPs at the high end of the recommended, market norm ranges of media effectiveness, it should get 60-80+% of the advertising budget.

The market norm, recommended levels shown here and throughout this presentation are based on an informal study of advertising agencies, media planners, successful advertisers and actual advertising schedules from those sources. Data examples are from the San Diego Scarborough Report and represent averages over a variety of targets and several reporting periods. Union-Tribune numbers for 4-5 ads represent 4-5 issue daily readership; 8-9 ads represent 4-5 issue daily readership plus 4 issue Sunday readership.

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Complementary Media

Successful advertising plans support the Foundation Medium with media that add important levels of Selective Reach, Frequency and TRPs

Monthly Schedules in Complementary Media should meet these market norm standards of media effectiveness

✍ **Single Medium:**

20 - 30% Reach X 2 - 4 Freq. = 40 - 120 TRPs

(Single Complementary Medium – one or more Other Print Publications, on one or more TV stations, on one or more Radio stations, or one or more Cable channels)

✍ **Combination of Media:**

30 - 40+% Reach X 4 - 5 Freq. = 120 - 200+ TRPs

(Combination of Complementary Media – a combination of Broadcast Media such as TV and Radio, TV and Cable, Radio and Cable, or TV, Radio and Cable; or a combination of Other Print and Broadcast Media)



Complementary Media

Successful advertising plans support the Foundation Medium with media that add important levels of Selective Reach, Frequency and TRPs

To perform effectively, your Complementary Media must meet these standards, especially Reach and TRPs.

- ✍ Single Complementary Media that meet the required standards should get no more than 20% of the advertising budget.
- ✍ A Combination of Complementary Media that meets the required standards should get no more than 40% of the advertising budget, with no single medium in that combination getting more than 20%.
- ✍ Single Complementary Media and Combinations of Complementary Media that fall short of the required standards should not be in the plan.

The market norm, recommended levels shown here and throughout this presentation are based on an informal study of advertising agencies, media planners, successful advertisers and actual advertising schedules from those sources.



Complementary Media - Broadcast

BROADCAST MEDIA Are Best Suited To Play The Role Of **COMPLEMENTARY MEDIA**

Broadcast delivers Lower Levels of Reach, Frequency and TRPs

For Most Prospect Targets...

✍ **60 ads a month on 3 top TV stations delivers:**

40% Reach X 2.0 Freq = 80 TRPs

(Schedule falls short of the Foundation Medium standards for both conservative and aggressive strategies but meets the Single Complementary Medium standards 20-30% Rch X 2-4 Freq. = 40-120 TRPs)

✍ **160 ads/month on 4 top Radio stations delivers:**

25% Reach X 4.0 Freq. = 100 TRPs

(Schedule falls short of the Foundation Medium standards for both conservative and aggressive strategies but meets the Single Complementary Medium standards 20-30% Rch X 2-4 Freq. = 40-120 TRPs)



Complementary Media - Broadcast

- ✍ **300 ads a month on 6 top Cable channels delivers:**
30% Reach X 3.0 Freq. = 90 TRPs
(Schedule falls short of the Foundation Medium standards for both conservative and aggressive strategies but meets the Single Complementary Medium standards 20-30% Rch X 2-4 Freq. = 40-120 TRPs)
- ✍ **Combination of Broadcast Media – 60 ads/mo. on 3 top TV stations plus 160 ads/mo. on 4 top Radio stations delivers:**
45% Reach X 4.0 Freq = 180 TRPs
(Falls short of the Foundation Medium standards for both conservative and aggressive strategies but meets the Complementary Media Combination standards 30-40+% Rch X 4-5 Freq = 120-200+ TRPs)
- ✍ Based on the fact that Broadcast Media can meet the standards for Complementary Media, a Combination of Broadcast Media should get no more than 40% of the Advertising Budget, with Single Broadcast Media getting no more than 20%.

The market norm, recommended levels shown here and throughout this presentation are based on an informal study of advertising agencies, media planners, successful advertisers and actual advertising schedules from those sources. Data examples are from the San Diego Scarborough Report and represent averages over a variety of targets and several reporting periods. Broadcast numbers represent average ½ hour viewership for TV and Cable KFMB, KUSI, XETV, CNN, DISCOVERY, ESPN, FOX NEWS, TNT, USA; average ¼ hour listenership for Radio KOGO AM, KFMB AM, KIFM FM, KFMB FM.



How Many Media Outlets & Ads/Month

SUCCESSFUL ADVERTISING PLANS ACHIEVE OPTIMUM EFFICIENCY

The number of media outlets and number of ads that should be in an ad schedule is determined by the **Point of Optimum Efficiency** where Reach is maximized. Adding more media outlets and ads beyond this point only leads to expensive duplication and over-saturation.

Optimum Efficiency Monthly Schedules

✍️ UNION-TRIBUNE

4-5 ads/month

Meets Foundation Medium Standards for Conserve Strategy: $60-65\% \text{ Rch} \times 3.5 \text{ Freq} = 210-225+$
TRPs

8-9 ads/month

Meets Foundation Medium standards for Aggressive Strategy: $65-70\% \text{ Rch} \times 6 \text{ Freq} = 360-420+$
TRPs

✍️ TV: 3 stations, 20 ads/month/station; Total 60 ads/month

Meets/Exceeds the standards for Single Complementary Medium but falls short for Foundation Medium:
 $40\% \text{ Reach} \times 2.0 \text{ Freq} = 80 \text{ TRPs}$



How Many Media Outlets & Ads/Month

SUCCESSFUL ADVERTISING PLANS ACHIEVE OPTIMUM EFFICIENCY

- ✍ **RADIO: 4 stations, 40 ads/month/station; Total 160 ads/month**
Meets/Exceeds the standards for Single Complementary Medium but falls short for Foundation Medium: 25% Reach
X 4.0 Freq = 100 TRPs
- ✍ **CABLE: 6 channels, 50 ads/month/station; Total 300 ads/mo.**
Meets/Exceeds the standards for Single Complementary Medium but falls short for Foundation Medium: 30% Reach
X 3.0 Freq = 90 TRPs

The market norm, recommended levels shown here and throughout this presentation are based on an informal study of advertising agencies, media planners, successful advertisers and actual advertising schedules from those sources. Data examples are from the San Diego Scarborough Report and represent averages over a variety of targets and several reporting periods. Broadcast numbers represent average ½ hour viewership for TV and Cable KFMB, KUSI, XETV, CNN, DISCOVERY, ESPN, FOX NEWS, TNT, USA; average ¼ hour listenership for Radio KOGO AM, KFMB AM, KIFM FM, KFMB FM. Other Print numbers represent Pennysaver schedule.



Key Elements of a Successful Advertising Plan – Message MEDIA EXPERTS ALSO EVALUATE MEDIA BASED ON...

CREATIVE CAPABILITIES

Build Image, Identity, Brand with:

- ✍ SIGHT – Design and Visual Appeal
That Grab and Hold Attention
- ✍ SOUND – Music, Sound-Effects and
Dialogue That Entertain and Create a
“Theater of the Mind” Through
Imagination
- ✍ MOTION – Action and Special Effects
That Create Excitement and Peak Interest

PERSUASIVE DETAIL

Drive Results with Information

Regarding:

- ✍ Products; Services; Selection
- ✍ Prices Special Promotions, Sales and
Other Incentives
- ✍ Features; Benefits
- ✍ How Potential Customers Can Connect
With You – location, directions, maps,
phone numbers, website



Message Comparisons – Newspaper Creative Capabilities/Persuasive Detail

NEWSPAPER – Creative Capabilities AND Comprehensive Persuasive Detail

CREATIVE CAPABILITIES

Build Image, Identity, Brand with:

- ✍ SIGHT – Design and Visual Appeal That Grab and Hold Attention
- ✍ SOUND – Music, Sound-Effects and Dialogue That Entertain and Create a “Theater of the Mind” Through Imagination
- ✍ MOTION – Action and Special Effects That Create Excitement and Peak Interest

PERSUASIVE DETAIL

Drive Results with Information

Regarding:

- ✍ Products; Services; Selection
- ✍ Prices Special Promotions, Sales and Other Incentives
- ✍ Features; Benefits
- ✍ How Potential Customers Can Connect With You – location, directions, maps, phone numbers, website

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Message Comparisons – Radio Creative Capabilities/Persuasive Detail

RADIO – Creative Capabilities BUT Very Limited Persuasive Detail

CREATIVE CAPABILITIES

Build Image, Identity, Brand with:

- ✍ SIGHT – Design and Visual Appeal
That Grab and Hold Attention
- ✍ SOUND – Music, Sound-Effects and
Dialogue That Entertain and Create a
“Theater of the Mind” Through
Imagination
- ✍ MOTION – Action and Special Effects
That Create Excitement and Peak Interest

PERSUASIVE DETAIL

Drive Results with Information

Regarding:

- ✍ Products; Services; Selection
- ✍ Prices Special Promotions, Sales and
Other Incentives
- ✍ Features; Benefits
- ✍ How Potential Customers Can Connect
With You – location, directions, maps,
phone numbers, website

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Message Comparisons – TV and Cable

Creative Capabilities/Persuasive Detail

TV and CABLE – Creative Capabilities BUT Very Limited Persuasive Detail

CREATIVE CAPABILITIES

Build Image, Identity, Brand with:

- ✍ SIGHT – Design and Visual Appeal That Grab and Hold Attention
- ✍ SOUND – Music, Sound-Effects and Dialogue That Entertain and Create a “Theater of the Mind” Through Imagination
- ✍ MOTION – Action and Special Effects That Create Excitement and Peak Interest

PERSUASIVE DETAIL

Drive Results with Information

Regarding:

- ✍ Products; Services; Selection
- ✍ Prices Special Promotions, Sales and Other Incentives
- ✍ Features; Benefits
- ✍ How Potential Customers Can Connect With You – location, directions, maps, phone numbers, website



Blueprint For Advertising Success

EXCLUSIVE OR PRIMARY ADVERTISING MEDIUM

60% to 80% or more of your advertising budget

NEWSPAPER

- ✍ More Reach, Frequency and GRPs
- ✍ Creative Capabilities to Build Image, Identity and Brand
- ✍ Comprehensive Persuasive Detail to Drive Results

COMPLEMENTARY OR SUPPORT ADVERTISING MEDIA

20% to 40% or less of your advertising budget

BROADCAST MEDIA

- ✍ Lower Reach, Frequency and GRPs
- ✍ Creative Capabilities to Build Image, Identity and Brand
- ✍ Very Limited Persuasive Detail to Drive Results



Learning Points

- ✍ Newspaper Sell CUMULATIVE REACH of those schedules!!
- ✍ Newspapers **TALK (TELL)** to advertisers about reaching all adults 18+ in market, but they do not **LISTEN** to what the advertiser are saying.....that they are only interested in reaching their targeted audience or those adults who will buy their product or service.
 - ✍ Using all adults understates our effectiveness
 - ✍ Includes those people with less buying power
 - ✍ Not best prospects for the advertisers
 - ✍ As a rule, not strongest newspaper readers
- ✍ Definition of Reach-
 - ✍ the number of TARGET prospects reached (net unduplicated, cumulative REACH) by an advertising schedule based on how many of those TARGET prospects actually use the media (read, view or listen).
 - ✍ the number of TARGET prospects and as a % of the total TARGET group. The more TARGET prospects who are Reached, the greater the number of actual customers the advertiser will be able to attract.

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Learning Points

- ✍ Media experts AND OUR COMPETITORS IN BROADCAST do not stop at selling Cumulative Reach.
 - ✍ They also sell Frequency and Gross Rating Points (GRPs)..
- ✍ Use all three accepted measurements of media effectiveness –
 - ✍ Reach, Frequency and GRPs/TRPs – to state our case, making our statement stronger and more compelling.
 - Cumulative REACH measures How Many Target Prospects are reached by a monthly advertising schedule,
 - FREQUENCY measures How Many Times those prospects are Reached based on how many times they actually use the media over the course of an advertising schedule. The more Frequently people are Reached, the more likely they are to respond and the higher their response rate.
 - GROSS RATING POINTS (GRPs) measure the combined effectiveness of REACH AND FREQUENCY and are calculated by multiplying REACH X FREQUENCY = GRPs. (Reach used in this calculation is the % of the total Target Group Reached.) More GRPs through more Reach and more Frequency means more Customer Traffic and more Sales Revenue.

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Learning Points

- ✍ Avoid the Gross Impression story; remain focused on the Reach, Frequency and GRP/TRP story.
- ✍ Remember that Reach and Frequency are BOTH IMPORTANT to an effective media schedule
- ✍ Advantage of newspaper's: Provides the advertiser with HIGHER GRPs than other media because we deliver BOTH HIGHER REACH and HIGHER FREQUENCY.
- ✍ Resist temptation to CRITICIZE other media.
- ✍ Leave negative selling to broadcast

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Learning Points

- ✍ Concentrate on FACTUAL comparison of media effectiveness based on...
 - ✍ Reach, Frequency, GRPs – Repetition, Repetition - YES we are embedding this into your brain!!
And...
 - ✍ Creative Capabilities that help build Identity and Image (the popular term today is “brand”)
 - ✍ Persuasive Detail that drives results – information on: products; services; prices and other financial incentives; features; benefits; selection; and how potential customers can connect with you including information such as location, directions, maps, phone numbers, and Internet website information.

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Competitive Media: 24/7/365 Summary

- It's a new way of doing business
- Newspaper's Commitment
 - personnel, resources and tools
- Work smart, not hard
 - standardize approach and sales tools
- Measure and improve
- Institutionalize best practices

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Appendix – Media Buying Guidelines

NEWSPAPER: For Mass Reach of Newspaper Readers, Use Display Advertising in the Main News and Local News sections and Free-Standing Pre-Printed Insert Advertising distributed to all Newspaper Subscribers. Virtually all Newspaper Readers, Men and Women, read newspaper Main and Local News sections. Virtually all Women Newspaper Readers read Pre-Printed Insert Advertising.

For Targeted Reach of Selected Newspaper Readers, Use Special Section and Special Product Advertising. Target Local Communities with Zoned Local News sections and publications. Target Men readers with the Sports section. Target upscale Men readers with the Business section. Target upscale Women Readers with the Lifestyle section. Target Local Communities, Zip Codes, Neighborhoods and Specific Households with Selectively distributed Pre-Printed Insert Advertising and Direct Marketing. Target prospective customers with special interest sections such as newspaper magazines and special sections. Target Internet users with the Newspaper's website.



Appendix – Media Buying Guidelines

TELEVISION: Buy no more than 3 TV stations in total, 20 spots/station/month to avoid costly duplication and over-saturation. Rotate your spots – one week on, one week off, one week on, one week off.

For most “main stream” targets (buyers/shoppers for the most important products and services in the market), buy no more than 1 - 2 Primary stations – CBS, NBC, ABC affiliate stations – as there is significant duplication and high cost. Round out your TV buy with the top Independent station and/or Fox affiliate station.

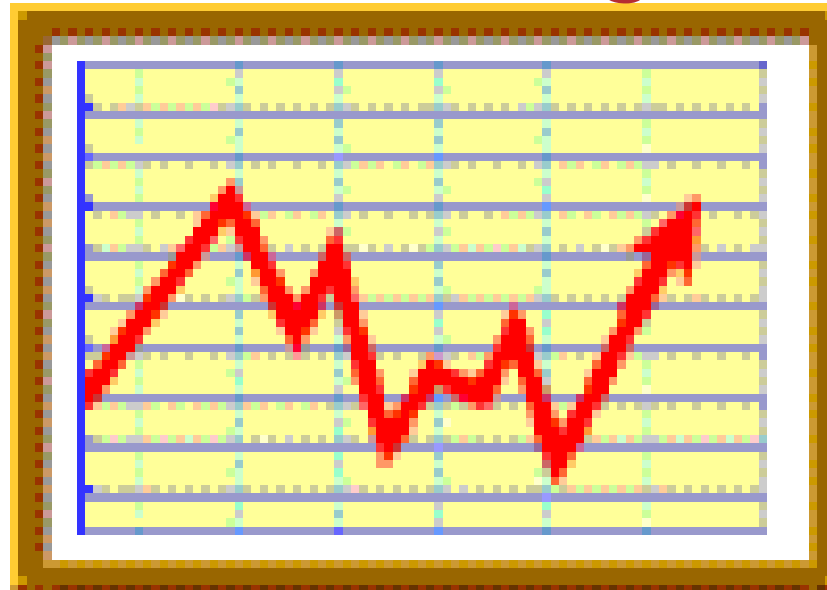
RADIO: Buy no more than 4 Radio stations in total, 40 spots/station/month to avoid costly duplication and over-saturation. Rotate your spots – one week on, one week off, one week on, one week off.

Radio stations typically fall into three groups: highest rated stations, mid-range rated stations, low rated stations. Buy no more than 1-2 of the highest rated stations as there is significant high cost. Round out your Radio buy with the 2-3 mid-range rated stations.

CABLE: Buy no more than the 6-7 top channels for your target, 50 spots/channel/month to avoid costly duplication and over-saturation. Rotate your spots – one week on, one week off, one week on, one week off.



Your advertising revenue will



Your publisher
will...



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Acknowledgments

- Mike Lambert – Norfolk Virginian-Pilot
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- Gary Meo – Scarborough Research
- Cynthia Methvin – Scarborough Research

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SCARBOROUGH RESEARCH

Thank you!!



Outdoor Strengths

- ✍ Generally considered by agencies/advertisers to be cost-effective (but current methods of measuring reach, frequency and CPM are crude – both Arbitron and Nielsen are developing new techniques)
- ✍ Geographic selective.
- ✍ Creates rapid consumer top-of-mind awareness – generates “buzz”
- ✍ Provides continuous presence, resulting in high frequency multiples (24/7 exposures).
- ✍ Reminder medium that supports other advertising vehicles
- ✍ Maximizes brand awareness and is ideal for new product/service introductions.
- ✍ Stimulates sales near point-of-purchase locations.
- ✍ Billboards demand attention because of dramatic size
- ✍ Provides efficiencies to media plans by lowering cost per thousand impressions.

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Weaknesses of Outdoor Advertising

- Limited availability - prime outdoor locations are hard to get
- Brevity - commercial message be brief & relatively simple - outdoor format limits communication (one graphic element and maximum six words recommended)
- Local recall – outdoor advertising is a glance medium. At best, it only draws 2-3 seconds of a reader's time.
- Messages must be brief to fit in that 2-7 second time frame. Ninety-five percent of the time, either the message or the audience is in motion.
- Inflexible - the nature of the way you have to buy outdoor advertising (usually a three month commitment) is not conducive to a very short, week-long campaign.
- Not highly selective by gender/age/other demos
- Can have high production/other costs.

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Background: Buying Outdoor

A buyer should “ride the boards” and determine:

- Will occupants of a vehicle view the board from their side of the road or do they have to look across traffic to read it?
- Is anything obstructing the view?
- Is the board in good condition?
- Is the board illuminated?
- Are there other boards so close that they will distract?
- Is the approach to the board long enough to allow for a good length of visibility? (minimum 100 feet)

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How Outdoor Is Sold

- Posters are sold in terms of “showings” -- #25, #50, #75, #100.
- Example: A #50 showing means that 50% of persons in the market area have the potential to see the #50 group of billboards on a daily basis (potential is based on traffic counts done by Traffic Audit Bureau).
- A #50 showing in Hillsborough County would be exposed to an estimated 410,729 persons daily (the Daily Tampa Tribune is read by 342, 680 adults daily - equivalent to a #50 showing).

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How Outdoor Is Sold

- Bulletins are sold based on D.E.C. (daily effective circulation – the number of potential viewers based on traffic counts).
- Bulletins can be fixed (usually requires minimum 12-month commitment) or rotary (moved every 60 days).
- “Smart (computerized) Board” – mostly seen on Interstate, major freeways, time on this board is sold by dayparts.

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How Outdoor Is Positioned

- Recency – reaches consumers close to time of purchase
- Impact – dramatic size/graphics available
- Low CPM/High frequency (number of persons reached is calculated over a month; viewers are duplicated because they tend to travel the same routes every weekday)
- The “true” mass medium (everybody drives by billboards – 92% of adults in Hillsborough County drive/carpool during a typical 7-day period)
- Outdoor claims to reach the “nons” (in Hillsborough County: non-readers of daily (52.6), non-readers of Sunday (32.4)%, non-users of yellow pages (65.3%), non-subscribers to cable (37.9%), non-viewers of morning television 7-9am (79.0%)

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Using Scarborough Measurements To Quantify Outdoor Advertising Exposure

- ✍ Roads traveled past 7 days
- ✍ Time spent traveling by vehicle past 7 days/past 4 weeks.
- ✍ Time spent commuting to work
- ✍ Types of transportation used past 7 days
- ✍ Pedestrian traffic

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Using Scarborough Measurements To Sell

Tampa Tribune Weekly Schedule/Outdoor Advertising Mix

- Outdoor identifies Mega-Milers (drive/ride 250+ miles/week) as a key consumer target group.
- Outdoor makes this claim: Mega-Milers are difficult to reach with newspapers (because they are always on-the-go).
- Scarborough data show that 77% of Mega-Milers in Hillsborough County read the Tampa Tribune during a typical week.
- Recommendation: To deliver both reach and frequency among Mega-Milers, use a weekly Tampa Tribune schedule as the foundation medium (communicate all the detail of the advertising message, duplicate the graphic images used on outdoor media), use outdoor as the support medium (provide visual impact, frequency, encourage consumer response).

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SCARBOROUGH RESEARCH

Using Scarborough Measurements To Sell Tampa Tribune Weekly Schedule/Outdoor Advertising Mix

- Outdoor identifies Super-Commuters (30+ minutes/one-way to work) as a key consumer target group.
- Outdoor makes this claim: Super-Commuters are difficult to reach with newspapers (because they are always on the road).
- Scarborough data show that 74% of Super-Commuters in Hillsborough County read the Tampa Tribune during a typical week.
- Recommendation: To deliver both reach and frequency among Super-Commuters, use a weekly Tampa Tribune schedule as the foundation medium (communicate all the detail of the advertising message, duplicate the graphic images used on outdoor media), use outdoor as the support medium (provide visual impact, frequency, encourage consumer response).

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Using Scarborough Measurements To Sell Tampa Tribune Weekly Schedule/Outdoor Advertising Mix

- Outdoor identifies Power-Pedestrians (walk 3+ miles/week) as a key consumer target group.
- Outdoor makes this claim: Power-Pedestrians can be reached by street furniture/alternative outdoor.
- Scarborough data show that 75% of Power-Pedestrians in Hillsborough County read the Tampa Tribune during a typical week.
- Recommendation: To deliver both reach and frequency among Power-Pedestrians, use a weekly Tampa Tribune schedule as the foundation medium (communicate all the detail of the advertising message, duplicate the graphic images used on outdoor media), use outdoor as the support medium (provide visual impact, frequency, encourage consumer response).

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A Newspaper/Outdoor Media Mix is GOOD

Newspaper: the foundation medium

- Delivers mass reach
- Some control over geographic coverage
- Perfect for communicating all the detail of an advertising message
- Visual images
- Provides information

Outdoor: the support medium

- Delivers high frequency
- Control over geographic coverage
- Perfect for reinforcing the key point of an advertising message
- Visual images
- Encourages response

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Summary: Strategy to Sell a Newspaper/Outdoor Mix

- Learn the principles and lingo of outdoor sales (you will most likely be talking to local/national agencies about this).
- Notice which local advertisers are using outdoor (pay particular attention to those using the Super Board).
- Use Scarborough data to show that those exposed to outdoor along specific traffic routes are also reading the Tampa Tribune. Look at the data among specific “target” groups – those who plan to purchase new/used/leased vehicle, those who plan to buy furniture, those who plan to look for a job, those who use real estate agents, etc.

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Summary: Strategy to Sell a Newspaper/Outdoor Mix

- Use Scarborough data to show that the majority of key consumer targets of outdoor (Mega-Milers, Super-Commuters, Power-Pedestrians) are also readers of The Tampa Tribune.
- Compare outdoor showing to newspaper reach: a #50 showing in Hillsborough County = potential of 50% of persons in county reached daily; the Monday - Sunday average reach of The Tampa Tribune = 75% of adults in Hillsborough County.
- Explain why/how a newspaper and outdoor media mix is good.

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