

PREVIEW THESE READINGS

BUSINESS WEEK + TARGETING

INTRO + TOXIC SLUDGE

POSITIONING

What's the difference between mass marketing and target marketing? What is the goal of mass marketing? target marketing?

Mass marketing aims to reach as many people as possible: *quantity*. Tend to be products that everyone buys. Example: Coca-Cola. Burger King. K-mart. Broadcast networks (ABC, CBS).

Target marketing aims to reach a specific, "high quality" audience.

All media is targeted to some extent, so we are really talking about a continuum.

Which is more targeted: TV or magazines? Network or cable TV? *Who Wants to Be a Millionaire* or *TRL*? Superbowl or Monday Night Football? Academy Awards or *Premiere*?

Draw a line representing a continuum (on one end, mass, and on the other, targeted) on the board:

TV is more mass than publications

Network TV more mass than cable TV

The reading mentioned that, with target marketing, the goal is to reach a high quality audience as opposed to a high quantity one. What does that mean?

An audience most likely to respond to your message. If my product is golf gear, who do I target market?

If I sell a special kind of dog food, made for hunting dogs, what's a high quality audience? Where am I going to advertise?

Targeting is on the rise? Why?

a) Technological advance; computer databases

b) Proliferation of media outlets—cable TV, internet, satellite, magazines, etc.

c) More effective, noticeable

(If someone says "Hey Carrie, check this out . . ." I'm going to notice that before I notice another generic car ad. Or if there's a car ad that makes fun of SUVs, I'm going to notice that because I hate SUVs and love to make fun of them.)

What type of ads would you expect to run on the Food Network?

What about during the WB?

Targets "hard-to-reach teens and young adults ages 12 to 34"

Where do economies of scale play a greater role: mass or targeting?

Mass

DATABASE MARKETING: A POTENT NEW TOOL FOR SELLING

What are some of the ways companies get information about consumers?

SAT forms, product warranties, contests, promotions, coupons

Why did General Motors launch a credit card?

To harvest data about consumers (also to build loyalty and sell cars by offering rebate)

EXCERPT FROM “TOXIC SLUDGE”

How does the Christian Coalition use target marketing?

“Voter ID file.” Call voters in a given county and ask them three questions:

- whether or not they are in favor of raising taxes
- whether they’re pro-life or pro-choice
- what they consider to be the most important issue facing their community

--> then use that in campaigning. Virginia Beach example.

This is why it’s important to get news from a variety of sources. *Note: The candidate doesn’t change, only the advertising does*

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SLIDE SHOW

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All commercial media is created with an audience in mind. When evaluating any given media (tv show, news articles, etc.), you should have an idea of what audience is being targeted.

Maxim example

Motorola — What magazine might this be from? *Seventeen* (targeting teen/tween girls)

Coors — What magazine from? *The Advocate*.

Greyhound—What magazine from? *Ebony*. 1969. Targeting really started to take off in the 1960s. What do you know about the 60s? What was going on with African Americans in the '60s? (Rosa Parks, public bus in Montgomery, 1955)

Computer speakers —What magazine? *Yahoo*.

Mastercard Priceless—What magazine? *Maxim*.

Notice how the target audience for ads is the same as target audience of magazines. Important. Why?

Because media's primary purpose is to draw a certain kind of audience for advertisers. A publisher, for example, will decide what kind of magazine to publish based on the market it thinks advertisers want to reach. It doesn't say, "hey, who do you think wants to read a new magazine?" It thinks, what market is going to be a good one for attracting advertisers?

G4 ad

What kind of ad is this? Who is target audience of the ad?

Notice how the content of the channel is determined by audience demographics (or psychographics). What do you think they were thinking when they came up w/this channel: What type of TV programming do kids want to watch? Or what type of programming is going to draw in advertisers?

Notice how you don't see the welfare channel, or the "public school teacher" channel, or the left activist channel, or the Nation of Islam channel. These are all distinct groups of people. Why?

Beer Games: international, annual TV show.

Why this TV show?

Often corporations sell same product to different people, but they change the ad. The product stays the same, but the ad changes.

Ford: Ebony, Cosmo, Sports Illustrated

Ebay: Esquire,

Martha Stewart Living – Affluent white, middle-aged women (People in picture frame are white.)

Vitaskin: Who target? What magazine? What's the strategy here? What are they saying about this moisturizer? prevents aging; makes you beautiful

Nivea (moisturizer for me): Dumb joke comparing them to condoms

Latina: Who's is this ad targeted to? Where did it likely appear? (You need to know how to distinguish trade ad from consumer ad for the test.) What do you think this means: "not the specialty market," "the new mainstream."

What audiences do advertisers generally want?

1. Affluent
2. Influential. Male. Early adopters. (girls are more likely to buy boys things; boys are more “influential”; even though girls go see more movies and women buy more cars, males are still more often targeted)
3. Young (NOTE: these are what advertisers believe to be true; that doesn't necessarily mean that they are in fact true)
 - because brand preferences aren't yet established;
 - whole lifetime ahead of you; more valuable, “lifetime customer value”
 - more susceptible to advertising
 - make brands seem “fresh,” “vital”
 - aspirational (old people aspire to be young)
 - large demographic group

What are the advantages and disadvantages of mass marketing for advertiser?

-- advantages: cheaper ad impressions due to economies of scale

Hint: If you have to reach a huge, diverse audience, what does that do to yr ad message?

-- disadvantage: undifferentiated/generic (and usually less effective) message

What advantages and disadvantages of target marketing?

--disadvantage: have to pay more per impression (smaller audience, less benefit from economies of scale)

--advantage: can more narrowly tailor message; more effective

Followup this lesson with “Positioning.”

