

COMPARISON OF PRINT, TV, RADIO AND ONLINE ADVERTISING

PRINT ADS VS TV ADS

Print advertisement: If an ad is printed on paper, be it newspapers, magazines, newsletters, booklets, flyers, direct mail, or anything else that would be considered a portable printed medium, then it comes under the banner of print advertising.

TV advertisement: A commercial ad on television is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service.

Reach

- Viewers can watch network and local television for free.
- Print ad reaches only those consumers who buy the newspaper or magazine, which often excludes consumers seeking to limit household costs. The total print run of a publication also physically limits the appearances of an advert to the number of newspapers or magazines produced.

Diversity

- T.V ad allows the business to appeal to a wide cross-section of the population.
- TV watchers include members from every demographic category, due to the widespread use of the technology itself. Print publications tend to attract a following among a specific subset of the population, such as political or sports enthusiasts.
- That specific following can provide benefits of its own, but it also means print advert do not find potential customers outside of the demographic that follows the publication.

Multisensory

- T.V engages sight and sound while displaying motion. The connection of information with multiple senses aids in both learning and recall.

□ It capitalizes on the audio/visual learning strategy. Print advertising must restrict itself to static visual input, such as text or a single image, which limits the reinforcement potential.

Speed

□ T.V Commercials deliver advertising messages quickly. On average, a television commercial spot runs 30 seconds, though 15-second and 60-second ads also receive occasional airing.

□ In the space of 30 seconds, an effective television spot delivers a brand image, informational content, emotional content and action content.

□ Most print ads cannot achieve all four of those elements in less space as it requires more text to convey informational and emotional content than with an audio/visual medium.

Appearance

□ The advertising message can be completely told (and understood) using the newspaper without the fear of changing the channel every time the advertisement appears.

Recalling

□ Consumers are more likely to tell the advertiser they saw the ad on TV than they are to tell them they saw the ad in the newspaper. This is a strong factor in the power of selling television advertising.

Effectiveness

□ Print media easily penetrates over 50 percent of the local market. The ad gets to the masses unchanged thus becoming seemingly permanent. Print media ads are not viewed as an interruption as compared to TV ads, but as part of everyday reading.

TV ADV VS RADIO ADV

TV and radio advertising differ in the size and type of audience they serve, and in how the audience behaves when using each medium.

Visual impact

□ One of the more obvious differences is that T.V has a visual component that lacks with radio. The ability to present a dynamic, moving story with visual and auditory appeals makes TV a flexible and powerful creative medium. Radio ad needs strong copy to overcome the lack of visual support. Creative copy and effective dialogue are used in radio ads to try and create a "theater of the mind" effect, where customers can envision what happens in the commercial.

Cost

□ Radio ads are generally cheaper to produce and air than television ads. TV is generally the most expensive traditional medium for advertising when you add the production costs and fees for media time together.

Scheduling

□ It is not uncommon to see two TV commercials for the same type of product back to back. That is something you rarely hear on radio. Radio station traffic directors take great care not to schedule competing advertisers in close proximity to each other.

TV ADS VS ONLINE ADS

Cost

□ Television advertising can be expensive, while Internet advertising can reach a larger, targeted audience for less. Producing television advertisements is notoriously expensive, with costs for writers and actors. Television air time is pricey compared to Internet advertising costs.

Effectiveness measurement

□ The Internet offers marketers unprecedented ability to measure not only their audience size but to record and analyze micro details about what pages were visited, how long those page stays lasted, and what messages got responses by analyzing visitor clicks. Unlike the web with traditional media, there is relatively little finite measurement of the audience's interaction with the advertising itself without the aid of mechanisms such as 800 number call-ins or the extrapolation of advertising effectiveness through sales achieved.

Audience

□ The Internet attracts a growing audience vying for the same buying public. More and more, companies are insuring that they have an online presence to garner their share of the marketing pie. When it comes to targeting the audience for more efficient advertising, T.V is generally considered broad while Internet ad can be more specifically targeted. Internet advertising can reach beyond borders and draw audiences from across the globe, reaching the target audience on an international scale.

Age of audience

□ Internet media attracts a younger age audience when compared with mass media's audience age. Web media is "new technology media," and more young people are comfortable with the adoption and use of new technologies.

Message flexibility

□ One key difference between web and media advertising is the ability to quickly change the message on the Internet if it is not to be working for some reason. Changing a print message if the vehicle has been printed is impossible. Changing a broadcast message is a bit more easily done. However, changing the message itself can be very costly.

□ Both the time and money are minor inconveniences in the world of web advertising when message changes are needed.

Tracking

Internet advertisers can use software to match advertisements with content read by the target audience. Internet advertising can track the numbers of people viewing their ad and how many visits to the company website result from advertising. Television advertising is difficult, if not impossible, to track.