



Best-Recalled Ad

Intermedia Advertising Group's survey of 42 Super Bowl XXXVII commercials yet again proved that pop culture icons are the way to ensure advertising is recalled. But as Ted Sann, chairman-chief creative officer of Omnicom's BBDO Worldwide, New York, said: "If the ad is recalled but not liked, what's the point?" BBDO's ads dominated the best recalled list, with the top spot going to PepsiCo's Pepsi Twist ad featuring the Osbournes, (also the third most liked) while FedEx's castaway spoof was the second most-recalled spot (second most liked) and in third place was Visa's spot featuring NFL stars, Ronde and Tiki Barber (15th most liked). When asked about the relatively poor performance of AOL Time Warner's America Online's "see Super Bowl ads online" spot - 28th on the most-recalled list, but ranked 40th out of 42 on the likeability list - Mr. Sann admitted that for informational spots, being liked isn't always of such importance.

(Source: Ad Age)

Forgetting Curve

In the late 1880's, German researcher Hermann Ebbinghaus quantified the rate at which people forget. You may not need formal statistics to confirm that most people forget 90% of what they learned in class within 30 days. Most of the forgetting takes place in the very first hour after contact with new information, and by the time two days have passed, only 30% of the information is retained.

This "forgetting curve" is why ad repetition is so important to marketers. When planned properly, through schedule frequency, prospects encounter your message and just when they are about to forget it, they encounter it again and again!

Just A Note

Hopefully, you will find this issue of *MEDIA By* as interesting and informative as the last. We have been very pleased, and rather surprised, at the response we have had to our newsletter. I heard from many of you, and I really appreciate your feedback.

However, if you're barraged with mail and you do not wish to continue receiving *MEDIA By*, let me know (you can give me a call or e-mail me at bclark@cpmedia.com) and we will remove you from our mailing list. And remember, *MEDIA By* can always be found on our web site at www.cpmedia.com.

Media Pros & Cons – Part Two

In our last issue of *Media By*, we provided you with a brief synopsis of the print media category (news-papers, magazines and directories) along with their advantages and disadvantages.

Media Pros & Cons – Part Two discusses outdoor media, radio and television. This should provide you with a quick overview and assist you as you begin your marketing efforts.

Outdoor and Transit

Outdoor advertising encompasses all advertising that takes place in the great outdoors. This includes (but certainly is not limited to) billboards, bench signs, transit vehicle ads and aerial banners.

Advantages of outdoor advertising include the following:

✓ *Unavoidable and repetitious.* Passersby can't change channels when they see your sign. You have a captive audience that tends to travel the same route daily, so you also drill your message in via repetition or frequency.

✓ *Geographically pinpointed.* You know in advance exactly where your sign will sit, so you can make your message directional.

Here are some of the **disadvantages** of outdoor advertising:

✓ *A moving market.* Unless the sign is at a stoplight, people will be reading your messages while moving. Thus, it is necessary to keep messages to seven words or less so the message can be read in a couple of seconds. With transit, you have

more time but you also have a greater need to either entertain or inform.

✓ *A diverse market.* Many viewers may not be potential customers.

✓ *Presentation difficult to control.* Your ad is susceptible to vandalism, weather erosion, dirt, and an environment that may not be suitable to your brand image.

✓ *Expense of high-traffic locations.* If your ad is posted where masses of people see it, you're going to pay much more than for ads placed on less-traveled roads.

✓ *Long lead-time.* Most billboards need to be reserved early, and may require multi-month commitments, making outdoor advertising a poor choice for short-term, time-sensitive announcements.

Radio

Radio offers these **advantages**:

✓ *Rate flexibility.* You can negotiate, barter and ask for bonus spots. Depending upon supply and demand, the radio sales rep may be willing to "wheel and deal."

✓ *Highly targeted audience.* Arbitron, the most widely used industry-auditing service, provides demographics for each station. This will assist you in determining whether the station reaches those who fit the age, gender, and lifestyle of your prospect profile.

✓ *Last-minute decisions.* As long as ad time is available, you can sched-

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Media Pros & Cons - Part Two (continued)

update your commercial up to a day in advance, and you can update your commercial hours before it airs.

✓ *Immediate.* Many listeners are in their cars when they hear radio ads, which is why radio is great to gain top-of-mind awareness. Radio also delivers immediate messages in support of other media advertising. For instance, your ad can say “Check out our ad in Sunday’s paper.”

✓ *Ad length choices.* Radio ad lengths range from sponsorships (An example might be, “This news report is brought to you by CPMedia Services”) to 15-second, 30-second and 60-second commercials. Most commonly utilized are 60-second commercials.

✓ *Intrusive and involving.* Especially if ads are creative and well produced, they can draw listeners in, create mental images, and advance direct offers. Most good ads include a clear call to action.

Radio though, does have its **disadvantages**:

✓ *What was that?* The listener can’t rewind your commercial to hear your telephone number a second time. Or, if the listener was tuned out when your commercial played, you don’t have another chance to reach that person until your ad airs again.

✓ *Distracted audience.* Listeners have access to many stations, plus while in their cars, they have the

option to listen to CDs or books-on-tape or talk on their cell phones.

✓ *Necessary repetition.* Most advertisers pay to air their commercials on different stations weekly in an effort to reach target prospects at least three times.

✓ *Button pushing.* The listener can change stations if your ad isn’t compelling during its first few seconds.

Television

Television is the most intrusive, costly and powerful advertising medium. Some of its **advantages** are:

✓ *Abundant airtime.* Between cable and network television, there are many ad units available on an hourly basis, even in the smallest media markets.

✓ *Targeted audiences.* You can place your ads to reach viewers in certain dayparts, viewers of certain programs, or viewers of certain networks (like VH1 or ESPN) that match your prospect profile.

✓ *Image-enhancing.* Television is considered to be the “cream of the crop.” A well-produced commercial transmits a prestige that goes beyond the message. There’s a reason why print advertisers include the message “as seen on TV” in their ad copy. Television commercials build credibility, glamour, and excitement for advertisers.

✓ *Emotion-evoking.* Television brings together sight, sound, special effects, color, and well-cast actors to create a sensual impact on viewers.

Some of the **disadvantages** of television include:

✓ *Professional ad creation.* If you are going to make the investment to buy advertising time on television, you should also make the investment to have your commercial professionally produced. You need to create a commercial that illustrates your message while using the fewest possible words and only one or two selling points – while at the same time mentioning your name a few times and keeping the overall commercial clear, entertaining and memorable.

✓ *Fragmented audiences.* In addition to all the stations that are available, viewers have endless alternative choices including (but certainly not limited to!) computers, videos, video games, the Internet, radio, and movies.

✓ *Lots of Commercials.* Heavy advertising makes television a cluttered environment.

If you feel you need help in determining what media vehicle is best for your company, the staff at CPM can assist you. Contact Betty Clark at (614) 717-4910 or bclark@cpmedia.com for more information.

Mission Vs. Vision

Mission. Vision. Goals. Objectives. What’s the difference between them?

I’m the first to admit that it’s hard to find the time to sit down and concentrate about what I’m really trying to accomplish beyond the objective

of making enough revenue to cover expenses. But if you find the time up front to set your sights for your marketing, your business will have a far greater chance for success.

Successful businesses set annual

goals that are supported by the foundation of business vision and mission. But what are the differences between the two? They are often used interchangeably, but there is a difference.

continued

Your vision is a statement of **what your company strives to be**. It defines your desired future; your “big picture” vision of where your company is going.

Your **mission is** a statement of **how you will create your vision**. It defines the core purpose of your business and the approach you will take to achieve your objectives.

Once you have established a clear statement that defines your company's direction, you will then be able to focus on the company, your employees, and your customers.

Mission + Vision = Purpose

Some companies combine their mission and vision statements into a **purpose** statement that **defines the company's purpose, long-range goals, and core values**.

It's totally up to you whether you choose to create statements of mission and vision, or an overall statement of purpose, but one way or another, you need to put into writing the ultimate reason why you're doing what you're doing. Consider these questions as you put together your statement:

- ✓ Why did you get into this business in the first place?
- ✓ What need did you see that you could fulfill better than anyone else could?
- ✓ What makes your business different from others?
- ✓ What commitment do you make to those you deal with?
- ✓ What is the ultimate reason for your work?

Don't let the bottom line become your purpose. Although turning a profit should be the result of your success, be sure that you can articulate what positive change you are trying to create through your business. From there, success – and profits – will flow naturally.

In our next issue of *MEDIA By*, we'll discuss setting goals and objectives for a company.

Negotiating Advantage

From time to time, I am called upon to talk to groups about buying media – it's our Media 101 seminar. Part of this seminar includes discussing negotiating with integrity. Over the next few issues, we'll review with you the “negotiating game” from both sides – the buyer's and the seller's.

The Rules. When purchasing advertising space and time, the key players in the negotiation game are the media buyer (if you don't work with an agency, this could be the business owner) and salespeople from specific media. The buyer and the seller are partners in the true sense of the word. Their mutual accessibility is essential. Returning phone calls quickly is the norm on both sides because orders can be lost when that doesn't happen. The two talk almost exclusively with each other and maintain a continuing dialogue, even when they are not involved with a negotiation. The buyer must be familiar with the market or markets she is buying, and because the media spectrum is constantly changing, she relies on her close relationship with salespeople to keep herself up-to-date.

The buyer also seeks a salesperson who understands her needs and isn't totally occupied with stressing the strong points of their particular media vehicle. She seeks a creative salesperson who can suggest tie-ins and promotions that will enhance the value of the medium.

Trust goes both ways. **Time buying is a word-of-mouth business and what the buyer and seller say to one another is binding. A verbal price quote is firm.** A verbal order has all the legality of the confirming paperwork that will follow. Most contracts, which are often issued after the schedule has begun, are never signed.

As we continue, and for example purposes only, we will be referencing radio buying for illustration purposes. The same principles are followed for all media vehicles.

The Buyer's Game. Before the whistle blows, the buyer must be knowledgeable about a substantial amount of information. She needs to know:

- ✓ Flight dates
- ✓ Demographic target
- ✓ Primary target
- ✓ Secondary target
- ✓ Qualitative characteristics
- ✓ Market list
- ✓ Budget
- ✓ Media goals

And here's an insider tip: despite all the clenching of teeth and protests to the contrary, cost-per-rating point (CPP) buying really is the standard practice of advertising agencies and media services agencies.

And the game begins! The buyer will solicit proposals from the radio stations she wants to consider. The plan she is working from may specify that certain formats are to be favored or that certain formats may not be considered. The buyer may determine that certain stations aren't qualified for consideration, but pre-judging, if it is too severe, can be a disservice to the client. Most experienced buyers are wary about cutting the prospect list down too drastically. Many in fact, are resentful if the ground rules established by others (for example, a client directive) restrict the ability to make what is believed to be the optimum buy. In most cases, the buyer is the person who will be accountable for the cost efficiency of the schedule. The more inhibited she is in making a free selection, the more difficult it is for her to arrive at her desired cost-per-point goal.

The buyer will tell the salesperson as much or as little as she deems necessary. She will make a judgment as to what rating point cost the station is likely to present and probably will then ask for a rate about 10% under the desired cost-per-point. She knows buying some stations that have a low CPP will allow her to buy others that are high.

One element is weighed against another. She's playing the game.

In the May/June issue of *MEDIA By*, we will discuss how the seller plays the game and who, ultimately, wins.

Ten Years Already?!

It just doesn't seem possible that in 2003, CPMedia Services is celebrating our tenth anniversary! And who knows what I was thinking ten years

ago? I do know that a lot has changed over the past decade; so much so, that I thought that from time to time, it would be fun to look back.

As CPMedia Services celebrates our 10 years in business throughout 2003, look for us to have a few surprises up our sleeve!

President:

Vice President:

Population:

Life expectancy:

Median Household Income

(4 person family):

U.S Unemployment:

Cost of a first-class stamp:

William J. Clinton

Albert Gore, Jr.

257,746,103

75.5 years

\$31,241

7.5%

\$0.29

George W. Bush

Richard Cheney

281,421,906

77.2 years

\$65,381

5.7%

\$0.37

Interactive Advertising Terms: Featuring "D - E "

This month, we are providing the terminology provided in the Interactive Advertising Bureau's Glossary of Interactive Advertising Terms manual for the letters "D, E" And don't forget -- if you need assistance in developing an effective Web-site for your company, the staff at CPM can assist you. Contact Betty Clark at (614) 717-4910 or bclark@cpmedia.com for more information

Daughter window -

An ad that runs in a separate ad window associated with a concurrently displayed banner. In normal practice, the content and banner are rendered first and the daughter window appears thereafter.

Demographics -

Common characteristics used for population or audience segmentation, such as age, gender, household income, etc.

Digital signatures -

Signatures for electronic documents. They establish identity and therefore can be used to establish legal responsibility and the complete authenticity of whatever they are affixed to - in effect, creating a tamper-proof seal.

Digital Video Server -

A robust, dedicated computer at a central location that receives command requests from the television viewer through a video-on-demand application. Once it receives this request, it then instantly broadcasts

specific digital video streams to that viewer.

Display -

Successful download giving the user an opportunity to see.

DHTML (Dynamic Hypertext Markup Language) -

An extended set of HTML commands which are used by Web designers to create much greater animation and interactivity than HTML.

Domain name -

The unique name that identifies an Internet site. Every domain name consists of one top or high-level and one or more lower-level designators. Top-level domains (TLDs) are either generic or geographic. Generic top-level domains include .com (commercial), .net (network), .gov (government), .mil (military), .biz (business), .info (informational), .name (personal), .pro (professional), .aero (air transport and civil aviation), .coop (business cooperatives such as credit unions) and .museum. Geographic domains designate countries of origin, such as .us (United States), .fr (France), .uk (United Kingdom), etc.

DPO (Distinct Point of Origin) -

A unique address from which a browser connects to a Web site on the Internet.

Drill Down -

When an online user accesses more and more pages of the Web site, i.e.,

he or she goes deeper into the content of the site.

DSL (Digital Subscriber Line) -

A high-speed dedicated digital circuit from a given location to the telephone company's central office, using normal copper telephone lines. DSL provides a separate channel for voice and fax, which means that phone calls and faxes can be carried at the same time high-speed data is flowing across the line. DSL is a general term that includes several variations.

DVR (Digital Video Recorder) -

A high capacity hard drive that is embedded in a set-top box, which records video programming from a television set. These DVRs are operated by personal video recording software, which enables the viewer to pause, fast forward, and manage all sorts of other functions and special applications.

Dynamic ad placement -

The process by which an ad is inserted into a page in response to a user's request. Dynamic ad placement allows alteration of specific ads placed on a page based on any data available to the placement program. At its simplest, dynamic ad placement allows for multiple ads to be rotated through one or more spaces. In more sophisticated examples, the ad placement could be affected by demographic data or usage history for the current user.

Dynamic IP address -

An IP address that changes every time a user logs on to the Internet.

Dynamic rotation -

Delivery of ads on a rotating basis so that users are exposed to different ads and ads are served in different pages of the site.

E-commerce -

The process of selling products or services via the Web.

E-mail -

Electronic mail. Text files that are sent from one person to another over the Internet.

E-mail campaign -

Advertising campaign distributed via e-mail.

Encoding -

The process of compressing and sepa-

rating a file into packets so that it can be delivered over a network.

Encoder -

A hardware or software application used to compress audio and video signals for the purpose of streaming.

Encryption -

The scrambling of digital information so that is unreadable without the use of digital keys.

EPG (Electronic Programming Guide) -

An application that allows the viewer to interactively select his/her television programming.

Ethernet -

A network technology that links computers together.

ETV (Enhanced Television) -

A type of interactive television tech-

nology which allows content producers to send HTML data and graphical "enhancements" through a small part of the regular analog broadcast signal called the Vertical Blanking Interval. These enhancements appear as overlays on the video and allow viewers to click on them if they are watching TV via a special set-top box/software services.

Expandable banners -

A banner ad which can expand to as large as 468 x 240 after a user clicks on it or after a user moves his/her cursor over the banner.

Extranet -

An intranet that is partially accessible to authorized outsiders via a valid username and password.

Net Times What Is Gross?!

Even though we have our own "agency jargon" and our own "agency media math," advertising agencies really aren't out to make life difficult for our clients. It just happens naturally! And let me tell you - even agency personnel have a hard time figuring out "agency media math." So, here's an attempt to help us all understand the world of net and gross.

Most media outlets offer recognized advertising agencies a 15 percent

commission that is included in the airtime/space cost. For example let's assume Alison, our media buyer here at CPM, is going to buy a commercial on television for one of our clients and the cost is \$1,000 *gross*. The television station has included a 15 percent commission in the price. CPM would bill the client \$1,000 and pay the television station \$850 net, keeping the \$150 commission to assist in offsetting costs involved in the media planning and buying process.

But what if we work with someone who doesn't offer a commission? In this case, Alison *marks up* the cost to allow for the same *margin* that would have been realized if the commission had been included. To make the math work, she needs to mark up the \$850 *net* amount by 1.1765 percent ($100 \div 85$), not the 15 percent you might assume, to arrive at the \$1,000 *gross* figure.

Welcome to the world of advertising!

Together We Prepare

CPMedia Services is proud to be working pro bono with the American Red Cross of Greater Columbus this spring. Together, we will be disseminating information to the media, area chambers of commerce and businesses on how to prepare for disaster. Unfortunately, this could mean a terrorist attack. However, the *Five Proactive Steps to Preparedness* also apply to natural disasters in Central Ohio like severe storms or flooding, as well as fire.

These five simple steps include:

1. Make a Plan
2. Build a Kit
3. Get Trained
4. Volunteer
5. Give Blood

You can play a vital role in making the workplace, families and neighborhoods safer by reaching out to your employees with life-saving information. The Red Cross has developed materials including flyers, posters and e-mail copy to make the process easy. Call (614) 253-2740 Ext. 2391 to request

materials or visit <http://columbus.redcross.org> to download the information.

The Red Cross is committed to helping all citizens be ready for any emergency - even terrorist attacks. Individuals can visit the Red Cross website at <http://columbus.redcross.org> or call (614)251-1381 for information that can help.

I hope you will join CPMedia Services in supporting the Red Cross initiative to reach every individual and organization in our community to make us all safe from disaster. **Together We Prepare.**

Small Business Seminar on April 9th

I'm excited to announce that I am scheduled to conduct a small business seminar "**Advertising A Small Business On A Small Budget**" on April 9, 2003 at the Dublin Chamber of Commerce.

The first half of the seminar will cover the need for a marketing plan to establish a direction for your small business and then how to implement the plan. I will also touch briefly on whether or not you need an advertising agency and if so, exactly what you should expect from this relationship. The remaining portion of the seminar will be an abbreviated media training class highlighting what the small business

owner should know and should expect from a media plan/buy. Additionally, I will provide definitions to media terminology along with some "tricks to watch out for" when buying your own media.

The Dublin Chamber of Commerce Small Business Seminar Series is designed to offer professional counsel on a variety of topics of interest to the small business. The seminar will be held at the Dublin Chamber of Commerce, 129 S. High Street in historic Dublin, from 11:30 a.m. to 1:30 p.m.

Cost, which includes a box lunch, is only \$15 per person for Dublin Chamber members, \$20 per person

for non-members. To attend this informative seminar, please call the Dublin Chamber of Commerce at 614-889-2001. Registrations must be made no later than April 4th.



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