

Chapter 19 Advertising

Section 19.1 Advertising Media

Review Key Concepts

1. Print advertising in the form of newspaper would likely be the best value for a small company with a limited budget. Through newspaper ads, the company could target local customers or those with interests that might connect them to the company.
2. Drawbacks for television advertising include: high production costs, and viewers often change stations or leave the room during commercials, or use devices that allow them to view commercial-free programming. Drawbacks for radio advertising include: goods or services can only be described, not seen and radio ads have a short life span.
3. Market segmentation—the process of classifying people who form a given market into even smaller groups—is a part of media planning. The demographics and lifestyles of the target audience must be considered during media planning.

Practice Academics

Science

4. Accept all reasonable responses to how various advertising characteristics such as color, sound, smell, and touch affect brain waves and purchasing decisions made by consumers. Students should also discuss the concept of neuromarketing, which uses medical technologies such as MRIs to measure changes in brain activity when the subject is viewing different types of advertisements. Discussions should also include an understanding of how the brain works might lead to more effective advertising.

Mathematics

5. Search-engine ads: \$6,760,000,000; display ads: \$3,718,000,000; rich-media and videos: \$1,183,000,000; e-mail: \$338,000,000