

ADVERTISING

Year 10 Media



Advertising

What makes a good TV commercial? What elements should the commercial have?

What makes a good print advertisement? What elements should the commercial have?

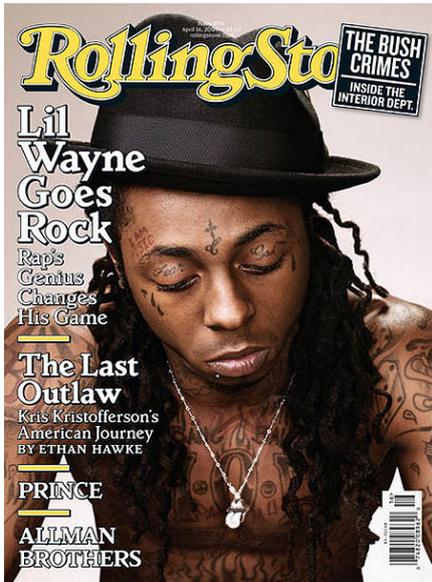
Which country do you believe has the best TV commercials and why?

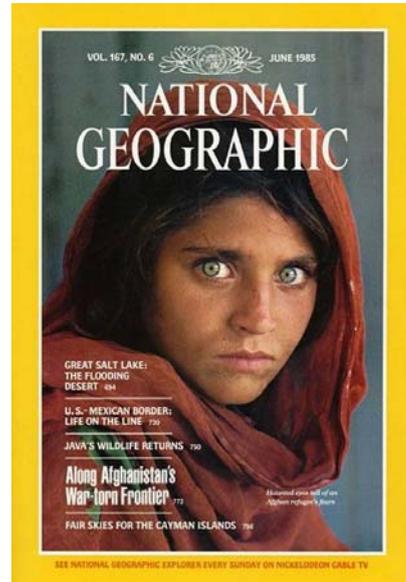
What laws are in place in this country surrounding advertising?

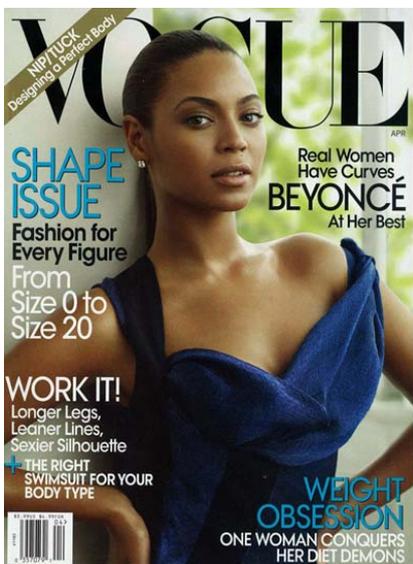
Who is the Australian Standards Bureau? What do they do?

Write a list of all the advertising mediums you know of? Write them in order of their power and explain why?

List the target audience and their demographics for each magazine



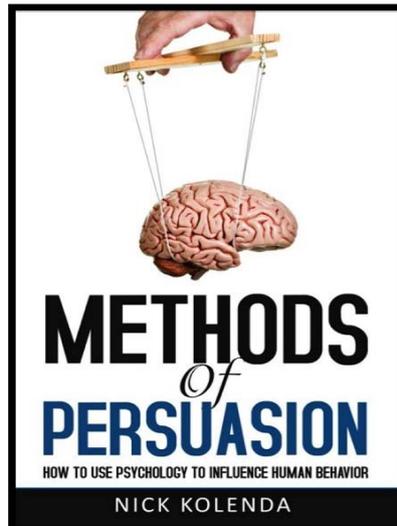






Methods of persuasion

In advertising products and services are not the only aspect being promoted, usually various **methods of persuasion** are commonly used in advertisements across a range of media form (TV/magazines/billboard). As an example the TAC pictures of you campaign uses the method of persuasion known as 'emotion'. The producers of the campaign hope to prey on our sense of emotion to slow down when driving because the ad shows us what can happen if we speed. There are other examples of effective methods of persuasion.



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These are:

1. Humour
2. Guilt
3. Authority/endorsements
4. Fantasy/fun/excitement
5. Sensuality/ sex appeal
6. Sophistication
7. Economy



Codes and conventions of advertising

Codes and conventions are important in advertising for the **creation of meaning**. For an advertisement to be successful it is important that the target audience responds to it in the way that the producer intended. A successful advertisement will contain codes and conventions that the audience is familiar with. For the target audience to connect with an advertisement they need to feel that they can trust, interact and bond with it and this is assisted by the conventions and codes within it.

Symbolic Codes

Mise En Scene, props, settings, costumes and colors. These codes help symbolize the meaning of something, for example if you see a very well dressed man in an elite sports car in an exotic location the audience would automatically think that he is successful and link the product with success.

Written Codes

Headlines, captions, speech bubbles, language style

Technical Codes

Camera techniques, framing, depth of field, lighting, exposure, sound and editing.

These codes include camera angles, shots, lighting, editing and sound. Camera, position, angles and shots can be used to show different perspectives. The lighting can be used to create an atmosphere and/or mood. Sound can be used for dialogue, as a voice over to speak about the product or music also to create a mood.

THE ADVERTISING PITCH

An advertising pitch describes the proposals of an advertising agency to promote a product or service.

The pitch states the objectives for the campaign and describes how the campaign will deliver its intended results. Companies request advertising pitches so that they can select the most suitable proposal from a number of advertising agencies. A successful pitch should demonstrate that an agency can use the marketing budget effectively to create greater value for a brand.



ADVERTISING RATE CARD

A **rate card** is a document provided by a newspaper or other print publication featuring the organisation's **rate for advertising**. It may also detail any deadlines, demographics, policies, additional fees and artwork requirements. Before the Media Buyer presents to the client the final destination of the advertising campaign they contact the ad placement organisation (EG: Channel 10, Dolly Magazine, Age Newspaper) to obtain their Advertising Rate Card.

Examples of Advertising Rate Cards

COSMOPOLITAN

Cosmopolitan Magazine 2011 Rate Card

Effective from November 2010

Advertising Rate (HK\$)

<u>4 Colour</u>	<u>Basic Rate</u>	<u>6 Times</u>	<u>12 Times</u>	<u>15 Times</u>
Back Cover	145,000	137,800	130,500	123,300
Inside Front Cover Spread	185,000	175,800	166,500	157,300
Inside Back Cover	95,000	90,300	85,500	80,800
Full Page	52,000	49,400	46,800	44,200
<u>2 Colour</u>				
Full Page	44,800	42,600	40,300	38,100
<u>B/W</u>				
Full Page	33,000	31,400	29,700	28,100

Rate for Spectaculars

1. Card / Booklet Insert

Single 4 colour page rate times the number of pages (each side counts as one page). Minimum number of pages: 2 (both sides). Cards or booklet, regardless of size that must be smaller than the magazine, are charged at the same rate.

2. Inside Gatefold

Single page rate times the number of pages, plus 15% handling. Minimum number of pages: 4

Publishing Dates and Deadlines

Frequency	:	Monthly, 12 issues per year
Publishing Date	:	1 st day of the month
Booking Deadline	:	25 days before publishing date
Materials Deadline (PDF Files):	:	2 weeks before publishing date

*Materials Requirements

File Format	:	PDF file preferred; eps / tiff / ai / indd also accepted
Operating system	:	Macintosh
Colour Setup	:	CMYK
Photo Image	:	300dpi
-	:	All digital files must be submitted with colour proofs (ISO39L)
-	:	All files must be completed with links to jpeg and font types

Mechanical Data

Method of Printing	:	Web Printing
Screen	:	175 screen line

Advertisement Sizes - Full Page

Trim Size	:	
Regular Size	:	277mmH x 213mmW
Pocket Size	:	222mmH x 170mmW

Bleed Size
Allow 5mm on each side for trimming

Commission and Surcharge

Agency Commission	:	15%
Fixed Position Surcharge:	:	15%

*Remarks

Design and layout for Regular Size and Pocket Size should be equivalent. Advertisers are required to submit materials for Regular Size only. Submitted materials will be automatically reduced in proportion by 20% to fit the Pocket Size Cosmo.

Advertisers who wish to submit Pocket Size materials separately should notify Cosmo's advertising department and seek written approval in advance (as in cases of slight differentiation in font or logo sizes).

Radio Advertising Rate Card

Day	Daypart	:60 Sec	:30 Sec	:10 Sec
M-F	5am-10am	1,500	1,100	500
M-F	10am-3pm	650	500	300
M-F	3pm-8pm	1,000	750	400
M-F	8pm-1am	200	150	100
Sat-Sun	5am-10am	400	300	150
Sat-Sun	10am-3pm	400	300	150
Sat-Sun	3pm-8pm	400	300	150
Sat-Sun	8pm-1am	200	150	50

Newspaper Advertising Rate Card

SunraysiaDaily

July 1, 2014 to June 30, 2015

Display Advertising Rates

Monday - Friday

Agreed Space (col/cm)	Discount	Base Rate	GST* @ 10%	Total Rate
Casual		8.95	0.90	9.85
500cm	12%	7.90	0.79	8.69
1000cm	17%	7.45	0.75	8.20
2,500cm	21%	7.10	0.71	7.81
5,000cm	25%	6.45	0.65	7.10
10,000cm	32%	6.10	0.61	6.71
25,000cm	36%	5.75	0.58	6.33

Saturday

Agreed Space (col/cm)	Discount	Base Rate	GST* @ 10%	Total Rate
Casual		9.85	0.99	10.84
500cm	10%	8.90	0.89	9.79
1000cm	13%	8.55	0.86	9.41
2,500cm	21%	7.90	0.78	8.68
5,000cm	25%	7.40	0.74	8.14
10,000cm	32%	6.65	0.67	7.32
25,000cm	36%	6.35	0.64	6.99

*Total Tax only (available to advertisers with an ABN and registered for the GST)

Color

	Base Rate	GST* @ 10%	Total Rate
Spot color (minimum additional charge)	100.00	10.00	110.00
Full color (minimum additional charge)	400.00	40.00	440.00

Hand Inserts

	Base Rate	per insert
Monday to Friday (minimum quantity 7,000 inserts)	7c	per insert
Saturday (minimum quantity 10,000 inserts)	7.5c	per insert

Preferred Position Loading

Page	Maximum Size	Loading
Page 1	(maximum 10cm x 7col)	25% loading
Page 2	(maximum 10cm x 7col)	25% loading
Page 3	(maximum 6cm x 7col)	50% loading
Page 4	(maximum 19cm x 7col or 38cm x 3col)	25% loading
Page 5	(maximum 19cm x 7col)	25% loading
Page 6	(maximum 19cm x 7col)	33% loading
Page 7	(maximum 19cm x 7col or 28cm x 5col)	33% loading
Weather Map page	(maximum 10cm x 7col)	25% loading
Back Page	(maximum 6cm x 7col)	50% loading

Subscription Rates

	6 days per week (including postage)	Base Cost	GST* @ 10%	Total
1 month	Victoria	51.41	5.14	56.55
	Other States	52.98	5.30	58.28
3 months	Victoria	154.23	15.42	169.65
	Other States	158.95	15.90	174.85
6 months	Victoria	308.45	30.85	339.30
	Other States	317.91	31.79	349.70
12 months	Victoria	616.91	61.69	678.60
	Other States	635.82	63.58	699.40

Published by: Sunraysia Publishing Co Pty Ltd
 A.B.N. 55 004 231 261
 22 Deakin Ave, Mildura 3500 P O Box 1400, Mildura 3502
 Telephone: (03) 5023 0211 Facsimile: (03) 5021 2412
 Production email: pro@sunraysiadaily.com.au
 Advertising email: ads@sunraysiadaily.com.au

SunraysiaDaily

July 1, 2014 to June 30, 2015

Classified Advertising Rates

Monday - Friday

	Base Rate	GST* @ 10%	Total Rate
Casual Rate (per centimetre)	9.70	0.97	10.67
Minimum space (4cm)	38.80	3.88	42.68
Lineage advertisements (per line)	3.60	0.36	3.96
Cash advertisements			
Minimum size (5 lines)	18.00	1.80	19.80
extra lines	3.60	0.36	3.96

Personal Advertisements (Births, Death, Marriages etc)

	Base Rate	GST* @ 10%	Total Rate
Cash advertisements			
Minimum size (8 lines)	28.80	2.88	31.68
extra lines	3.60	0.36	3.96

Church Notices

Per Centimetre (no minimum)	Base Rate	GST* @ 10%	Total Rate
	5.90	0.59	6.49

Color charges

	Base Rate	GST* @ 10%	Total Rate
Full Color	100.00	10.00	110.00
Spot Color	50.00	5.00	55.00

Extra charges (lineage advertising only)

	Base Rate	GST* @ 10%	Total Rate
Logos, borders, photo	5.00	0.50	5.50
Booking fee (Charge Accounts)	3.00	0.30	3.30

Saturday

	Base Rate	GST* @ 10%	Total Rate
Casual Rate (per centimetre)	11.10	1.11	12.21
Minimum space (4cm)	44.40	4.44	48.84
Lineage advertisements (per line)	4.00	0.40	4.40
Cash advertisements			
Minimum size (5 lines)	20.00	2.00	22.00
extra lines	4.00	0.40	4.40

Personal Advertisements (Births, Death, Marriages etc)

	Base Rate	GST* @ 10%	Total Rate
Cash advertisements			
Minimum size (8 lines)	32.00	3.20	35.20
extra lines	4.00	0.40	4.40

Church Notices

Per Centimetre (no minimum)	Base Rate	GST* @ 10%	Total Rate
	6.75	0.68	7.43

Color charges

	Base Rate	GST* @ 10%	Total Rate
Full Color	100.00	10.00	110.00
Spot Color	50.00	5.00	55.00

Extra charges (lineage advertising only)

	Base Rate	GST* @ 10%	Total Rate
Logos, borders, photo	5.00	0.50	5.50
Booking fee (Charge Accounts)	3.00	0.30	3.30

*Total Tax only (available to advertisers with an ABN and registered for the GST)

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 Advertising email: classads@sunraysiadaily.com.au

MARKETING



Marketing research methods

Researchers often use more than one research design. They may start with secondary research to get background information, then conduct a focus group (qualitative research design) to explore the issues. Finally they might do a full nation-wide survey (quantitative research design) in order to devise specific recommendations for the client.

Quantitative marketing research - generally used to draw conclusions - tests a specific hypothesis - involves a large number of respondents - examples include surveys and questionnaires.

Quantitative research deals with the quantities of things and involves the measurement of quantity or amount. For example when applied to advertising audience research is used to measure the actual numbers of audience members and measure market situations.

Qualitative marketing research - small number of respondents - examples include focus groups and in-depth interviews.

Qualitative research studies things in their natural settings, attempting to make sense of the meanings of people's viewpoints and beliefs.

Qualitative research is meant to penetrate deeper into the subject.

Types of marketing research

Marketing research techniques come in many forms, including:

Ad Tracking – tracking a brand's performance using measures such as brand awareness, brand preference, and product usage.

Advertising Research – used to predict effectiveness of advertisements measured by the ad's ability to get attention to build the brand's image, and motivate the consumer to purchase the product or service.

Brand equity research - how favorably do consumers view the brand?

Brand association research - what do consumers associate with the brand?

Brand attribute research - what are the key traits that describe the brand promise?

Brand name testing - what do consumers feel about the names of the products?

Concept testing - to test the acceptance of a concept by target consumers.

Coolhunting - to make observations and predictions in changes of new or existing cultural trends in areas such as fashion, music, films, television, youth culture and lifestyle.

Buyer decision processes research - to determine what motivates people to buy and what decision-making process they use.

Price elasticity testing - to determine how sensitive customers are to price changes.

MEDIA BUYER

Media buyers are the individuals responsible for negotiating and purchasing time and advertising space for the purpose of advertising.



List all the places you think a Media Buyer has to investigate for advertising and promoting various products & services.

How has Advertising changed over the years?



Why do you think advertising has changed?

What is the Advertising Standards Bureau?

PRODUCT PLACEMENT

A practice in which manufacturers of goods or providers of a service gain exposure for their products by paying for them to be featured in films and television programmes.



Your Job: Find a scene from a film or television show that contains evidence of product placement and present to the class.

THE ADVERTISING PITCH

The assessment task for this Unit is the Advertising Pitch. For this task you can choose to work by yourself or in a pair. You are to select a product or service and put together an advertising campaign that promotes the product/service and the brand. You have to do all the research and creative concepts and then pitch your ideas to the class. It works best if you follow the instructions below.

Come up with your product or service

Think of a name for your Advertising Organisation

Think about Branding

Methods of Appeal (include images & examples of your method)

Target Audience (this should be broken down – list the demographics)

Two Advertising Mediums (for example TV ad, Billboard, Print Ad, Banner)

Product Placement (think about 2 places to hit your target audience)

Price, Location & Month (think about where and when Eg: City – Christmas)

Advertising Rate Cards (try to source one)

Marketing & Evaluation (You need a min of 3 marketing ideas)

Budget (this should be a chart with figures – let us know how much)

A good place to start is to put together a Power Point presentation and have a slide for each of your major points. That way when you Pitch to the class you will have something visual to work from. You can insert your TV commercial, Billboards or print ads in the Power Point presentation.

Your first slide SHOULD be the company name and then the second slide should be the product or service you are running the campaign on. You need to let your audience know who you are and what you are promoting.