



# BROADCAST Media

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# ADVERTISING

## Some facts on Broadcast Media

- **Broadcast Media**, which transmit sounds or images electronically, include radio, television and interactive (internet-based) media.
- **Broadcast Media** messages may affect the viewer's emotions more easily.
- Advances in technology have expanded the way of delivering message (including on ads).

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## Broadcast Media on Ads

- Television
- Radio
- Internet

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## Advantages of Television

- **Cost-efficiency.** – it has such a wide reach,- millions of people watch some TV regularly.
- **Makes a strong impact.** – the interaction of sight, sound, color, motion, and drama creates a level of consumer involvement that often approximates the shopping experience itself.

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## Disadvantages of Television

- **Expense.** – the most serious limitation of television ads is the extremely high cost of producing and running commercials.
- **Clutter.** – television suffers from commercial clutter.
- **Non selective audience.** – television ads includes a great deal of waste coverage.
- **Inflexibility.** – television also suffers from inflexibility in scheduling .

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## Advantages of Radio

- **Target audiences.** – its ability to reach specific audiences through specialized programming.
- **Flexibility.** – of all the media, radio has the shortest closing period.
- **Affordability.** – radio may be the least expensive of all media. Airtime costs are low, extensive repetition is possible.
- **Mental Imagery.** – radio allows the listener to imagine.
- **High level of acceptance.** – at the local level. People have their favorite radio station and radio personality, which they listen regularly.



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## Disadvantages of Radio

- **Listener inattentiveness.** – many people think of radio as pleasant background and do not listen to it carefully.
- **Lack of visual.** – being restricted to using sound can hamper a person's creativity.
- **Clutter.**
- **Scheduling and buying difficulties.** – often need to buy time on several stations, complicating scheduling and ads evaluation.
- **Lack of control.** – there is always the risk that a radio personality will say something that offends the audience, which would in turn hurt the audience's perception (of an advertiser's product).

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## Types of Internet Ads

- World Wide Web Home Page
- Banner
- E-mail
- Skyscrapers
- Minisites, Pop-Ups, and Superstitials
- B2B Networks



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## Advantages of Internet Ads

- **Customization.** – advertisers can customize their message over the internet.
- **Provide database marketing.** – advertisers can input key demographic, and behavioral variables.
- **The playing field for small and medium sized companies that compete against larger.** – more fair access.
- **7/24 rule.**
- **Provide interactive marketing.**

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## Disadvantages of Internet Ads

- Inability of strategic and creative experts to consistently produce effective ads and measure their effectiveness.
- Clutter. – the clutter may be even worse.

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## Broadcast and Interactive Media Strategies

### ASK ABOUT:

- Its cost
- Its ability to meet their ads objectives
- Its ability to accommodate the style of the message
- How targeted the audience is.

THANK

*You*

