

CHOICE OF MEDIA FOR PR CAMPAIGN

- ▣ Selection of media is very much important for effective PRs campaign it is therefore PRs Professional must be aware of the advantages & disadvantages of different mediums , as this will help him in the selection of appropriate media for conveying his message to his target audience, here in this lecture we'll briefly discuss the advantages & disadvantages of different mediums so at the end of this lecture we will be able to find out which medium suits us better.

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▣ **Television:**

Now a days Television has become a very important media with the advent of round the clock coverage and “presence always” on every occasion.

Advantages of Television:

- ▣ Combines sight, sound & motion attributes.
- ▣ Permits physical demonstration.
- ▣ Believability due to immediacy of message.
- ▣ High impact of message.
- ▣ Huge Audiences.
- ▣ Good product identification.
- ▣ Popular medium.

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- ▣ **Disadvantages of Television:**
- ▣ Message limited by restricted time segments.
- ▣ No possibility of referral to message.
- ▣ Availabilities sometimes difficult to arrange.
- ▣ High time costs.
- ▣ Waste coverage.
- ▣ High production cost.
- ▣ Poor color transmission.

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- ▣ **Radio:** Although Radio had lost its charm as an effective and desired media yet it has bounced back with distances increasing to and from residence to place of work, the in car radio and popular programming has reinvented its importance as an effective media.
- ▣ **Advantages of Radio:**
- ▣ Selectivity of geographical markets.
- ▣ Good capacity of local markets.
- ▣ Ease of changing advertising copy.
- ▣ Relatively low cost

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- ▣ **Disadvantages of Radio:**
- ▣ Message limited by restricted time segments.
- ▣ No possibility for consumer referral to message.
- ▣ No visual appeal.
- ▣ Waste coverage.

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▣ Newspapers

Newspapers since its emergence as important media is still in extensive use as effective media.

Advantages of Newspapers:

- ▣ Selectivity of geographical markets.
- ▣ Ease of changing advertising copy.
- ▣ Reaches all income groups.
- ▣ Ease of scheduling advertisements.
- ▣ Relatively low cost.
- ▣ Good medium for manufacturer/dealer advertisements.

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- ▣ Disadvantages of Newspapers:
- ▣ High cost for national coverage.
- ▣ Shortness of message life.
- ▣ Waste circulation.
- ▣ Differences of sizes & formats.
- ▣ Rate differential between local / national advertisements.
- ▣ Sometimes poor color reproduction.

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▣ Magazines:

Magazines are also useful media as typical subject magazines can serve the media campaign purposes to a great extent.

Advantages of Magazines:

- ▣ Selectivity of audience.
- ▣ Reaches more affluent consumers.
- ▣ Offers prestige to an advertiser.
- ▣ Pass along readership.
- ▣ Good color reproduction.

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- ▣ **Disadvantages of Magazines:**
- ▣ Often duplicate circulation.
- ▣ Usually cannot dominate in a local market.
- ▣ Long closing dates.
- ▣ No immediacy of message.
- ▣ Sometimes high production cost.

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- ▣ **Direct Mail:**
- ▣ Direct mailing method is very commonly used as it is an inexpensive and easy method of conveying the message to the desired public.
- ▣ **Advantages of Direct Mail:**
- ▣ Extremely selective.
- ▣ Message can be very personalized.
- ▣ Little competition with other advertisements.
- ▣ Easy to measure effect of advertisements.
- ▣ Provides easy means for consumer action.

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- ▣ **Disadvantages of Direct Mail:**
- ▣ Often has poor image.
- ▣ Can be quite expensive.
- ▣ Many restrictive postal regulations.
- ▣ Problems in maintaining mailing lists.

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▣ Pamphlets & Booklets:

Pamphlets help a great deal in communicating the detailed message at point of sales and also as an enclosure with the direct mail.

Advantages of Pamphlets & Booklets:

- ▣ Offer detailed message at point of sale.
- ▣ Supplement a personal sales presentation.
- ▣ Offer to potential buyers a good referral means.
- ▣ Good color reproduction.

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- ▣ **Disadvantages of Pamphlets & Booklets:**
- ▣ Dealers often fail to use.
- ▣ May have a relatively high unit cost.
- ▣ Few creative specialists.
- ▣ Effectiveness difficult to measure.

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▣ Media Transit Posters:

This is also an effective media channel.

▣ Advantages of Media Transit Posters:

- ▣ Selectivity of geographical markets.
- ▣ 2. Captive audience.
- ▣ 3. Very low cost.
- ▣ 4. Good color reproduction.
- ▣ 5. High repetitive value.

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- ▣ **Disadvantages of Media Transit Posters:**
- ▣ Cannot be employed in all areas.
- ▣ 2. Waste circulation.
- ▣ 3. Surroundings may be disreputable.
- ▣ 4. Few creative specialists.

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- ▣ **Point Of Purchase Displays:**
- ▣ This is also an effective tool of communication.
- ▣ **Advantages of Point Of Purchase Displays:**
- ▣ Presents message at point of sale.
- ▣ Great flexibility for creativity.
- ▣ Ability to demonstrate product in use.
- ▣ Good color reproduction.
- ▣ Repetitive value.

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- ▣ **Disadvantages of Point Of Purchase Displays:**
- ▣ Dealer apathy in installation.
- ▣ Long production period.
- ▣ High unit cost.
- ▣ Shipping problems.
- ▣ Space problem.

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▣ Advertising Specialists:

Advertising specialists can also be a useful media channel.

▣ Advantages of Advertising Specialists:

- ▣ Unique presentation.
- ▣ 2. High repetitive value.
- ▣ 3. Has a “gift” quality.
- ▣ 4. Relatively long life.

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- ▣ **Disadvantages of Advertising Specialists:**
- ▣ Subject to fads.
- ▣ Message must be short.
- ▣ May have relatively high unit cost.
- ▣ Effectiveness difficult to measure.

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- ▣ To conclude the above discussion we can say that every medium has its own advantages and disadvantages and this makes our work quite difficult to select the appropriate medium but this one question can solve all of our problems,

What does our target audience use most?

The Internet, newspapers, television, or magazines? If we know where to go to get to our target audience we can save our self a lot of time and can get desired results.

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That's ALL
Thank You