



TRADITIONAL MARKETING



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Traditional marketing on platforms like Broadcast TV, Radio, Billboards and other Out-Of-Home, and Print give opportunities for companies, big and small, to connect and spread the word to their target audience. MPP has decades of experience finding and leveraging the most effective traditional marketing channels for clients. Traditional marketing has incredible reach and is great for generating brand awareness.



Broadcast TV Advertising

With all the streaming options available these days, it's easy to forget where television started. That's right, we're talking about good, old-fashioned broadcast TV. This form of television is delivered to millions of households around the U.S. using public airwaves. Broadcast TV stations include legacy networks like CBS, ABC, and NBC, and delivers news, sports, and syndicated programming at no cost to the viewer. MPP has full access to broadcast TV advertising inventory and can place your commercials with local and national providers, on specific shows, at specific times.

Broadcast TV advertising has powerful reach – 96.1 percent of US homes receive Broadcast TV stations.

Source: Nielsen

Benefits of Broadcast TV Advertising

With all the talk of cord-cutters, many people wonder if traditional advertising like broadcast TV still works. In short – it does. **Broadcast TV advertising has incredible reach and continues to air some of the most widely watched live events**, like the Super Bowl. Broadcast is a great way to get your message in front of a wide audience and expand brand awareness.



Live Viewing

Viewers watch live, which means they are engaged with commercials



Vast Coverage

Commercials can cover a large geographic area



Brand Safety

Ads are run in a brand-safe environment



Local News – Broadcast's Bread & Butter

Local morning and evening news is the bread and butter of many broadcast TV stations and gives advertisers access to regional audiences who want to stay informed of news, weather, sports, traffic, and local events. The viewer demographics may surprise you – while consumers 55 and older do watch the most news, younger generations are driving the growth of news consumption. Consumers 18-34 increased their total news consumption by 134% between 2019 and 2020. People of all ages depend on broadcast news to stay informed on what is happening in their community.

The Future of Broadcast TV

We've shown that broadcast isn't dead, but with audiences consuming more digital media, broadcast TV must evolve to stay relevant. These are a few changes we expect to see in the future:



Improved Technology

Advanced technology will deliver more timely and accurate local information.



Expansion To OTT

Expanding news coverage to OTT (Over-The-Top) services.

Is Broadcast TV Advertising a Good Choice For Your Business?

Audiences are still tuning into traditional TV. In fact, **about 90% of adults in the U.S. watch television, with the average person viewing 25 hours per week.** This, combined with its massive reach, makes broadcast TV advertising a valuable marketing tool. Consider broadcast TV advertising you if you want:

- **Vast Coverage:** The reach of broadcast is unmatched. If you need your message to go far and wide, broadcast TV advertising is an excellent way to get your brand in front of a massive audience.
- **Local Programming:** Broadcast commercials aren't only for big national events. Local news remains a staple in many communities, allowing businesses to advertise to localized demographics.
- **Live Audience:** People continue to turn to broadcast TV for specific programming and shows. This captive audience is watching live and paying attention to messaging.

You don't need a Super Bowl-sized budget to run broadcast ads, however, it's important to consider all advertising options to maximize your message to viewers. If you're looking to reach a very large audience with engaging video content, broadcast TV advertising might be the ticket. MPP has full access to broadcast TV advertising inventory and can place your commercials with local and national providers, on specific shows, at specific times. **If you know where to look and how to buy it, tv advertising can be surprisingly affordable.**

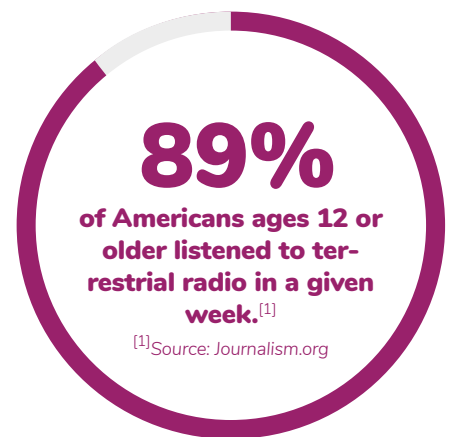


Radio Advertising

Radio advertising is a low-cost and efficient way to reach listeners across the U.S. Best of all, it's free to listeners, unskippable, and available to almost every American on the road today. **Nearly the entire U.S. population has access to terrestrial radio, making it one of the easiest ways to use traditional marketing to reach millions of ears across the nation.** MPP offers complete terrestrial (AM/FM), satellite, and internet radio advertising options. We use enterprise-grade media buying tools to evaluate and purchase stations, schedules, and spots based on how efficiently they will reach your target audience.

Who's Listening to Radio?

Although streaming services like Spotify and Pandora have entered the radio market, loyal listeners also continue to tune into their favorite traditional radio programming. In 2018, 89% of Americans ages 12 or older listened to terrestrial radio in a given week, a figure that has changed little since 2009. Radio isn't going anywhere soon.



Buying Radio Ads

Radio ads come in a variety of styles, from catchy local jingles to sponsored weather reports. **To run a traditional radio ad spot, advertisers pay stations for airtime and the radio station broadcasts the commercial to its listeners.**

The Cost of Radio Ads

Radio stations sell spots in increments of :15, :30, and :60 seconds. Advertising rates fluctuate throughout the day to correlate with shifts in audience size. For example, morning and evening rush hours generally have the largest number of listeners tuning in – therefore, these ad spots are more desirable and expensive.

Types of Radio Ads

There are a few common types of radio ads that can be played on air. Live reads are commercials voiced by radio personalities. These ads tend to take on a more conversational tone and are meant to engage audiences using the DJ's personality. Another option is pre-recorded ads. These can be anything from jingles to sponsored commercials.

With thousands of options out there, you want to know who is tuning into each station. MPP relies heavily on data to select stations that offer the best value to you.

Is Radio Advertising a Good Choice For Your Business?

You know that radio advertising offers many unique advantages that other channels don't. Here are just a few of the benefits radio has to offer:

- 1. Radio advertising has massive reach:** Nearly everyone in the U.S. has access to traditional radio. Whether your ideal consumer lives in the local market or across the nation, your ad has the potential to reach millions of ears.
- 2. Radio advertising has loyal listeners:** People regularly tune in to their favorite radio shows and have schedules set around specific programs. Many terrestrial radio stations host their content through online streaming, so listeners can tune in wherever they are.
- 3. Radio advertising can be cost-effective:** The cost of visual production assets in advertisements can add up. To make a high-quality radio spot, all you need is a script and a microphone. This can make radio a more cost-effective advertising option compared to other marketing channels.
- 4. Radio advertising is engaging:** People actively listen to the radio while driving, exercising, cleaning, and going about their daily lives. They're engaged with the medium and can't opt-out of your marketing message.

If you're looking to reach a lot of people at a fraction of the price of other traditional advertising channels, radio can be an effective tool to incorporate into your marketing toolkit. MPP's traditional team combines decades of experience buying radio spots with technology to choose the radio mix that has the best ROI for you.



Out-Of-Home / Billboard Advertising

What's big, bold, and can't be skipped? Out-of-Home (OOH), the tried-and-true form of traditional marketing found on billboards, digital displays, public transit, park benches, bus stops, and more. Although OOH advertising may seem old-fashioned, it's far from obsolete, and could serve as a crucial part of your full-funnel media plan. In fact, many businesses continue to add OOH to their media mix, with advertising revenue growing by over 23% in the past decade. **Today's OOH advertising is continually evolving to deliver more engaging, immersive, and effective connections with consumers.**

OOH Drives Action



Source: Nielsen

How To Purchase OOH Advertising

It's true that nearly anyone can buy space on a billboard, but there's more to it than designing an ad and deciding where it should go. Advertising on a billboard, or any type of OOH space for that matter, takes some understanding of how the industry works.

Finding a Vendor

OOH advertising space, like billboards or public transit kiosks, are typically owned by vendors that rent the space to advertisers. A majority of inventory is owned by large vendors, although smaller vendors may own some regional boards. MPP's traditional advertising team has longstanding relationships with many of these vendors, taking the guesswork out of figuring out who owns each OOH placement.

Strategic Planning

A great deal of strategic planning goes into choosing the best OOH placements for your campaign. MPP's team has access to important information about each board, such as the vendor unit number and board impressions, and a Google street view that provides a virtual drive-by.

OOH is Measureable

OOH advertising is generally found in highly trafficked areas, which can significantly increase your reach. Unlike digital advertising methods, which can display metrics in dashboards, **the effectiveness of OOH advertising is often measured using demographics and psychographics.** Since these ads are heavily location-based, MPP's traditional media team takes into consideration where they are placed to have the most significant impact. Below are a few ways we determine the performance of OOH ads:



Impressions

Impression figures can take into account elements like circulation, an estimate of the total volume of traffic that has passed a display. Other impression figures include census data, travel surveys, and data modeling.



Demographics

This information comes from the latest censuses and travel surveys. These are modeled into millions of trip paths to understand whom your ad is reaching.



Digital Trails

Promo codes, links, social media accounts, and other online information featured on your ad's message can be tracked to see how frequently people are visiting these since your OOH advertisements have been live.



The Future of Out-of-Home

It's no surprise that Out-of-Home is going digital. **Digital Out-of-Home media (DOOH) offers dynamic and interactive content delivery.** With DOOH, advertisers have the ability to change creatives dynamically based on anything from current weather conditions to flight arrivals. This exciting new technology is driving much of the growth in the OOH space.

Is Out-Of-Home Advertising a Good Choice For Your Business?

OOH / Billboard advertising is bold, 100% in-view, and can be a great way to break through advertising clutter. It intersects with consumer's lives at all times of day, making it an excellent marketing tool for generating awareness. What else is OOH good at?

- 1. OOH Advertising Drives Action:** The stats don't lie. Nearly two-thirds of OOH viewers have taken action after seeing an OOH advertisement. This includes going to an advertised business, visiting a website, making an online search, and more.
- 2. OOH Advertising is Innovative:** Digitization has revolutionized the OOH advertising landscape. Consumers can engage with your brand in new and exciting ways using DOOH technology.
- 3. OOH Advertising is Brand-Safe:** Marketers have control over where billboards and other OOH advertisements are placed, keeping your message in a brand-safe environment.

Media Place Partners is unmatched in integrating effective outdoor advertising into your marketing plan. **MPP's traditional advertising team has planned and purchased outdoor media across the country for over three decades. Our experience, combined with state-of-the-art tools, delivers efficient, effective OOH campaigns that work seamlessly with your other advertising strategies.**



Print Advertising

Where do businesses turn when looking for an impactful, visual way to reach their customers? Print advertising. In a world that is increasingly digitized, **you may be surprised to learn that print remains a major player many media strategies.** Print advertising is any physical advertisement in printed media, such as newspapers, magazines, posters, and direct mail. MPP's traditional advertising team has extensive experience in placing print ads where your target audience is reading.

Print Advertising's Powerful Audience

Newspapers and magazines are flagships of the print world and cover a wide bench of topics in local, regional, and national publications. Consumer magazines cover a variety of interests, including sports, hobbies, fashion, health, current affairs, and local topics. Trade and business magazines are tailored for specific industries, such as finance or tech. **You can target your target audience based on the publications they are most likely reading.**



Magazine Readership Remains Steady

Magazine readership is steady across generations. **According to MNI, Baby Boomers read 9.2 magazines per month, Gen Xers read 9.1, and Millennials read 8.9.**

Source: MNI

Effectively Using Print In Media Strategy

To have a successful print campaign, it can't be treated as a stand-alone advertising method – it needs to complement your other strategies. Digital and print advertising should work hand-in-hand with each other. Below are two ways to incorporate these strategies in a holistic way.



Consistent Branding

Keep branding consistent across traditional and digital platforms to maintain brand awareness. This includes everything from imagery, to color, to writing style.

Source: ppcstatistics.com



Add Digital Elements

Adding a call to action, URL, social handle, or hashtag can tie printed pieces back to digital campaigns.

Is Print Advertising a Good Choice For Your Business?

Print advertising continues to be an important part of full-funnel marketing plans. It's important to diversify your marketing tactics to truly make a lasting impression on your audience. Some advantages of print advertising are:

- **Selective Targeting:** Print ads are placed in specific publications of your choosing, targeting your audience based on their interests.
- **High Audience Engagement:** Science has shown that people slow down to read print, allowing them to process the content with greater engagement and focus.
- **Trustworthiness:** These days, everyone is competing for your consumer's attention. Print advertisements are straightforward and viewed as a trustworthy source of marketing information.

Incorporating print advertising into your media mix expands the touchpoints you have with your target audience, not just when they're online. At MPP, we put print ads where your audience is reading. Without traditional methods, you could be missing out on an important piece of your ideal audience.



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We hope you've enjoyed our definitive beginner's guide to traditional marketing. Though digital is making its mark, the reach and respectability of traditional advertising can be a critical part of your marketing strategy! If reading this guide has brought up any questions, our team of marketing experts are eager to help.

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