AOHT Hospitality Marketing

Lesson 11

Broadcast Media Campaigns

Student Resources

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Student Resource 11.1

Reading: Broadcast Media Campaigns

Your last college class of the day is almost over when you feel your cell phone vibrate. You pick up a text message from your good friend Jade. She’s just opened a restaurant, now that she’s graduated, and she’s been running into some snags. When you get out of class, you call her.

“My uncle wants to give me a bunch of money to help me with the restaurant,” she says.

“That’s great!”

“Yeah, but he wants me to use it to create an advertising campaign to bring in more people. I don’t know anything about advertising!”

“Hire an ad agency.”

“I can’t afford it! He didn’t give me that much money. Will you help me? Please?”

You think about the homework you still have to do, but Jade persists, saying, “I’ll give you dinner if you help.” So you head over to Jade’s restaurant.

“I think I have enough to do either a radio campaign or a TV campaign, but not both,” she says. “How do I decide which one to do?”

“It depends on what your goals are for the broadcast media campaign,” you tell her. “Let’s go over what each one is good for, and then you can decide.”

She agrees, so you explain. “First, let’s talk about radio. Radio spots are flexible and relatively inexpensive, so you could buy more of them for your money. A radio ad needs to focus on one specific message, and usually a radio spot includes a call for immediate action, like “Come see us for dinner tonight.” But radio spots have to be very short and they have no visual appeal—they rely on sound. So you can tell them your food is delicious, but you can’t show it to them.”

“Then why would I use radio ads?”

“Well, radio ads can be more selective, because different people listen to different radio stations.”

Jade thought about it for a minute. “Oh, I get it. You mean if I want to bring in more college kids, I would advertise on the hip-hop station, the rock station, the college station, and maybe the alternative station?”

“Right, and if you wanted to bring in more upscale or wealthy customers, you might try the classical music station.”

She made a face. “That wouldn’t fit my restaurant at all.”

“No, but you might want to think about running a radio spot on that easy listening station, because that probably has a broad appeal. This is where an ad agency could help you—they’ll know more about specific stations’ demographics.”

“You said I could get more spots for my money using radio?”

“Probably, but it depends on what you’re trying to do. The price will vary based on how long the spot is—it could be as short as 10 seconds or as long as one minute. The price will also depend on how many times you want it played, what days you want them to play it, and what times of day you want it to air. Drive time on weekdays is the most expensive. That’s what they call the times in the morning and early evening when everyone is driving to and from work and school. The least expensive time tends to be later at night—between 7 p.m. and 6 a.m.—because people are home then and probably watching TV instead of listening to the radio.”

“Speaking of that,” Jade said, “how about TV advertising?”

“It’s a lot more expensive to create,” you tell her, “but its cost per exposure is low.”

“What does that mean?”

“It means that you get a lot of information to the customer in a single airing of the commercial, so you get more for your money. Television advertising reaches a large audience. A good TV ad uses powerful visuals, with sound as a secondary consideration. It should capture the viewer’s attention immediately and focus on one key point or message. You can do more things with a television commercial than with a radio spot.”

“What do you mean?”

“You could do a demonstration, where you show an actual part of the operation. You could use testimonials from satisfied customers. You could do a sort of story-based approach—show someone struggling to figure out how to celebrate a big birthday and then show them having a great time at your restaurant. You can do some of these same things with a radio ad, but it’s more complicated because you have to rely on sound for all of it.”

“So then why wouldn’t I just use TV ads and forget the radio spots?”

“Because TV ads are so expensive to make, for one thing, but also because TV ads are less selective in terms of their audience. What TV channels do the people you want to reach watch? In a lot of cases, the same channels as everyone else. I mean, you can advertise on some cable channels, but a lot of the most watched shows are on the major networks. Sometimes, though, a network program has localized spots during set times. But, just like on the radio, when you want your ad shown will affect the price. Prime time is between 8 p.m. and 11 p.m.—when all the most popular shows are on. If you want to run your ad during *American Idol*, it’s going to cost a lot more than if you run it later, like after midnight. TV advertising isn’t always more effective than radio advertising.”

“I personally like to record my shows and skip the ads,” Jade commented.

“You and me both! Advertising has a sneaky way to get around people like us though. It’s called ‘product placement.’ Did you ever notice that a character in a show is drinking a Coke or wearing a particular brand of clothes? That’s product placement. It makes the show seem more real, but it’s also a form of advertising.”

Jade looks confused. “It won’t do me much good to get my restaurant into a show that isn’t about this town. So which one should I do? Radio? TV? Product placement?”

“I really think you need to talk to an ad agency for this one,” you tell her. “They’ve got media buyers who spend all their time figuring out these things—what to buy, what’s the best way to spend the advertising money, all that sort of thing. It will cut into your budget, but what’s the point of spending a lot of money on an ad if you don’t use it in the most effective way? They’ll be able to help you with that. They also have contacts, like copywriters or jingle writers, who can help you with stuff.”

“What’s a copywriter? Or a jingle writer?”

“A copywriter works on print advertising, so you won’t need to worry about that right now. But a jingle writer might actually help you. Jingle writers create those little ads set to tunes that you hear in commercials—you know, the ones that talk about the company’s name and its good qualities or whatever? You may want to have them create a jingle for your restaurant, but even if you don’t, an ad agency can help in a lot of ways.”

She thinks it over for a minute, and then says, “Okay. How do I find an ad agency?”

“My roommate did an internship with one last summer,” you say. “I’ll get the contact information and send it to you.”

“Thanks,” she says. “You’re the best. Now, how about some dinner?”

Student Resource 11.2

True or False: Broadcast Media Campaigns

Student Names: Date:

Directions: Complete the following based on the reading on broadcast media campaigns.

1. Television advertising is always more effective than radio advertising.

True or False?

Why?

1. If you run a television ad at 8 p.m., it will be more expensive than if you run it at 1 a.m.

True or False?

Why?

1. You can find more specific audiences for radio than you can for television.

True or False?

Why?

1. Both radio and television ads are most effective if they include a “call to action” that the watcher or listener should do “right now.”

True or False?

Why?

1. Prime time—the most expensive time to run ads—is the same time of day for television and radio advertising.

True or False?

Why?

1. Television ads are expensive to make, but have a low cost per exposure. In other words, a TV ad can share a lot of information in a single ad, so it’s still a good investment for many companies.

True or False?

Why?

1. It is more expensive to run a radio ad in the early evening than in the morning.

True or False?

Why?

1. Now that people record TV shows to get around having to watch ads, people are depending more on radio ads.

True or False?

Why?

1. The price of a radio ad will also be affected by what day of the week you want it broadcast.

True or False?

Why?

1. Both television and radio ads need to focus on one specific point or message.

True or False?

Why?

Student Resource 11.3

Organizer: Analyzing Media Ads

Student Name: Date:

Directions: Spend an hour watching a TV station that shows commercials or an hour listening to a radio station. For each commercial you see or hear, answer the questions in the chart below. An example is provided. You will probably run out of space. If so, copy the chart into your notebook.

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| What was the commercial for? | I heard a commercial for Phil’s, the family-owned burger restaurant a couple of blocks away from school. |
| Was music included in the ad? If so, what kind of music was used? | Yes. It was old-fashioned rock and roll, like something from the 1950s. |
| What does the music tell you about the product’s target market? | They’re targeting families or older people because the music isn’t edgy or modern. It probably doesn’t help them get teens, though, because the music sounds old and boring. |
| What does the music tell you about the product’s image? | They’re trying to be safe, familiar, and fun but appropriate for little kids. |
| Is there anything about this commercial’s jingle that might work for your attraction’s jingle? | Even though the music’s kind of boring, I can see how it works to attract older people while still sounding fun and not stuffy or formal. We might want to look at using this type of music. |

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| What was the commercial for? |  |
| Was music included in the ad? If so, what kind of music was used? |  |
| What does the music tell you about the product’s target market? |  |
| What does the music tell you about the product’s image? |  |
| Is there anything about this commercial’s jingle that might work for your attraction’s jingle? |  |

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Student Resource 11.4

Assignment: Writing a Jingle

Student Name: Date:

Directions: Read the tips and complete the planning questions. Before you begin, read through all of the instructions on this resource, and read the assessment criteria at the end of the sheet to make sure you understand how your work will be assessed.

Tips for Writing a Jingle

* First, decide what you’re trying to sell. Think about its benefits, what might be unique about it, and what you want people to remember.
* Emphasize your product’s name. You don’t want people humming the tune but unable to remember what it was supposed to advertise.
* Think about your mission statement, your brand, and your marketing strategy. What do you want people to know about your business? What target market are you trying to reach?
* Think about how you want the music to sound. What kind of music fits the message you are trying to convey to your audience? Would there be an advantage to using a tune that already exists? If so, you will need to get permission from the person who wrote it. If the tune is over 100 years old, though, it is in the public domain and you don’t need permission. Think a tune over 100 years old won’t work to sell a popular modern product? Ask your parents or older relatives if they remember the McDonald’s commercial that used a little girl playing classical music at a piano recital. McDonald’s set its own words to music by Beethoven, and the commercial was a huge success.
* Think about what words you use. Use strong, interesting words, or use simple words creatively. Repeat the words through rhyme, which people remember more easily. For example, Arby’s had a jingle that goes like this: “Eat Arby’s food, it’s good mood food.” Consider listing the important qualities or attributes—McDonald’s used this approach to promote its Big Mac sandwich.
* Use figurative language—what you learned about poetry in English class can now come in handy. Use similes (“your skin is as smooth as silk”) or hyperbole—when you exaggerate to make a point—like the commercial for a gum that’s supposed to clean your teeth, so they throw people chewing the gum into a puddle of mud and then point out how clean their teeth are. Try a pun (“Kitty Kat cat food is su-purr-ior to all other brands out there”) or try alliteration (repetition of consonant sounds— “lemon-lime lollipop”), assonance (repetition of vowel sounds—“cheap eats”), or onomatopoeia (words that imitate sounds, like “snap, crackle, pop”).
* Suggest a relationship between your product and the people who choose it. Complete the phrase: “People who buy this are….” What image do you want to create of your potential customer?

You may combine several of these techniques, but don’t get carried away! The most important thing to remember is to keep it simple! A jingle is most effective if it’s kept short and to the point.

Make sure your assignment meets or exceeds the following assessment criteria:

* The jingle creates a clear and appealing image for the attraction.
* The jingle uses language effectively to catch the listener’s attention and to make the product memorable.
* The jingle is based on an accurate representation of your attraction.
* The type of music is easy to remember, attractive to the target audience, and distinctive.
* The jingle script is neat and uses correct spelling and grammar.