

Advantages & Disadvantages for Different Types & Variety of Media

One of the most aspects of marketing is advertising. The major aim of advertising is to sell more products, and business spends vast quantity of money on advertising to achieve this goal. By advertising, the business will not only be informing the consumer of the product's existence and availability, but also deliberately attempting to persuade and lure the consumer to purchase the goods. There are many ways in which business can advertise, they have a variety to choose from, they can even use all the ideas to advertise but would cost a lot of money, and however it will catch the attention of nearly all the audiences around.

The first media which companies could choose is the newspapers. Newspapers advertising can also be known as press. Advertising in the newspapers is factual information that can be presented in a press advertisement and which leaves the readers in charge of how long they take to absorb the information. Cost of advertising depends on the size of the advert. Whilst advertising in the press there are many advantages and disadvantages to look at:-

Advantages

- Readers can re-examine the article or advert at a later time.
- It is national coverage so readers all over the country can know about the advert.
- Detail of product can be provided with full detail.
- Frequently can be advertised so people are kept informed of it.
- Gives direct facility to readers.

Disadvantages

- The impact of advert is limited to visual sense.
- It will have a short life, meaning that the advert will be seen less as people might not look back to an old newspaper.
- Also the advert will have competition with others and it will be crowded with plenty of them

Another type of media is television. Television is the most common media which people use to advertise. Advertising on television can demonstrate the product in action, for example, a lawn mower can be shown moving around and cutting grass efficiently. The use of colour, sound and movement means that it is often used when brand image building is required. It is easier to make an atmosphere using television than other media that lacks versatility.

Advantages

- Adverts reach large and mass audiences.
- Can target specific target audience.
- Highly visible and has high impact.
- It is easier to make an atmosphere using television than other media that lacks versatility.
- Generates good quality awareness.
- Effective with sales force and trade.
- Direct response can be facilitated.
- Can be advertised on many different channels.
- Use of sight, sound, colour, movement generates excitement and involvement of the viewers.
- Very costly, but can be targeted at regions or specific groups.

Disadvantages

- High airtime cost.
- Production costs can be high depending on size of advert and how complex.
- Viewers might not be focused.
- Take long time to produce.
- Information has to be limited due to lack of airtime.

Poster, billboards and hoarding is another form of media which is available to businesses to choose from in order to advertise. When making and producing posters simplicity is required in the creative work because many people will have the opportunity to have a glance at it. Like the press it is only visible but it can include the use of colour to make it more effective. It is said to be effective for reminder advertising. An example of an advert for this is when Carlsberg used the headline “Carlsberg- probably the best larger in the world”, showing the necessity for simplicity.

Advantages

- It reaches broad, diverse audience.
- Can get high attention from people with the good design.
- Relatively low cost.
- Can create strong impact on simple message.
- Message can be placed close to the point.
- Visible throughout the day.
- High geographic selectivity.

Disadvantages

- Less limitation on creativeness.
- Short exposure time.
- Message must be simple as short time to view.
- Seldom, attracts readers’ full attention.
- Many poster may not have high impact as poster areas are highly variable.

Exhibitions bring together customers, suppliers and competitors without the necessity of leaving the office or home and may, of course, be viewed at times most convenient to the user. Many industries rely very heavily on exhibitions as part of their promotional activity.

Advantages

- An opportunity to reach an audience with distinct interest in the market and the products on display.
- Create awareness and develop relationships with new prospects.
- Strengthen customer relationships.
- Provides product demonstrations.
- Determines and stimulates needs of customers.
- Informative when it is taking place

Disadvantages

- Very long time to explain, resulting in people getting bored and moving on.
- Visitors would have to stand.
- They are less effective.
- More costly than direct mail.