

for Affiliates this month in Center research:

Where does print fit into the media buying landscape of advertising agencies?

Today's media buyers are faced with a vast number of options for delivering the advertising message, including print, broadcast media, e-mail, PDAs, electronic billboards, blimps, cell phones and even gas station pumps. More than ever, the use of multimedia and cross-media strategies is critical to effective business communications.

Synergy for media is critical. Advertising executives have realized that reaching target markets by way of multiple media options creates a force multiplier effect. Direct mail and catalogs must be linked with the web. If web-based customer interaction centers follow up with a blend of e-mails and direct mail, the customer is more likely to build a unique relationship with the supplier. Media needs to be adjusted based on the preferences of, and level of relationship with, the target market.

"In today's market, it's about integrated communications," says Guy Gangi and Gordon Hochhalter, partners at the Mobium Creative Group. "True integrated communications is a strategic process that permeates the entire organization, rather than a campaign from the marketing or advertising department. Every point of contact with customers, prospects, and other stakeholders must be identified, analyzed, and integrated through communications to build profitable relationships."

Research conducted by the Printing Industry Center at RIT* indicates that agencies use a wide range of media options to achieve the marketing goals of their clients. When the advertising agencies in RIT's study were asked to rank media allocations across their client base, broadcast media came out on top, followed closely by magazines, newspapers, and sales collateral. This pattern varied by the nature of the agency and the clients it serves. The B2C client is focused on building brand awareness, and so the communications emphasis is on mass media like newspapers, TV and radio. B2B companies typically have limited budgets and narrower target markets, and so are more likely to use trade magazines, direct mail, and sales collateral.

A recent roundtable conversation with media planners reported that their function is coming under more scrutiny to make the most from advertising dollars. Getting the most value out of advertising is their most pressing concern. Direct mail has the benefit of a built-in measure of response. Does the need for measurement, accountability or achieving a targeted return on investment serve as an important factor in the media choices of agencies? In answering this question, advertising agency

Center Spotlight



Join Frank Cost on March 24, 2004 at 2PM (EST) for a Web cast on *The Implementation of Computer Integrated Manufacturing & Lean Production Practices in the Printing Industry.*

[Register Here](#)

The e review

The e- review is a monthly publication of the Printing Industry Center at RIT.

Subscriptions

You are receiving this newsletter because you registered at our Web site.

[unsubscribe](#)

Contact the Center

Co-Directors (email):
Frank Cost or Pat Sorce

Communications
Coordinator (email):
Adrienne McHargue
(Web site, publications,
general info)

Mailing Address:
Printing Industry Center

executives were asked to indicate the top five factors that drive media decisions for campaigns. The results from the RIT study are found in Table 1. Target market selection was the most important factor (72%), cost and budget was second (63%) and marketing strategy was third (56%).

Important Factors that drive media choice of agencies	Percent of Respondents
Target market or demographic	71.9%
Cost/Budget	63.1
Marketing strategy	55.8
Past history of success	42.6
Client specifications	34.9
ROI target	30.9
Creative flexibility	23.3
Need for measurement	18.3
Time available	15.3
Availability of database	15.3
Need for a name list	14.9
Need for personalized message	13.7
Other	4.0

Table 1: Important Factors that drive media choice of agencies

[click to view full-size](#)

Meeting a return-on-investment target was ranked 6th among the factors with 31% reporting it as important. Personalization or customization of messages was not a major consideration in media selection (13%).

Direct mail can be effectively used to reach selected target markets. This may be the reason behind the growth of direct marketing even during the economic downturn after 9/11. In the 2002 media expenditure data compiled by Universal McCann, direct mail was the second largest category of media expenditures in 2002 at \$46 billion. Expenditures on direct mail rose by \$6.4 billion from 1998 to 2002. Using the total media expenditure increase over all categories of 17.5%, the growth of direct mail was 16.3%, roughly equal to the overall media expenditure growth rate.

We inevitably come back to the fact that 83% of the agencies we interviewed buy print on behalf of their clients. Agencies thus clearly play a pivotal role in print demand. The print service provider needs to link the solutions they offer with the most important agency media selection criteria. The agency makes media decisions based on reaching target markets, cost and budget considerations, and marketing strategy implementation. The print service provider needs to demonstrate to the agency that print is one of the most cost effective alternatives for successfully reaching target markets. The value proposition needs to be succinct and backed with examples of how the technology has yielded a return on the marketing investment. Realistically, it must be a part of a broader, integrated marketing communications plan that encompasses a variety of media vehicles.

2003 Research Monographs

* Access this research monograph, "The Advertising Agency's Role in Marketing Communications Demand Creation" and additional published Center reports:

http://print.rit.edu/research/index_byyr.html

Next Month:

We will look at the changing demographics of the printing industry.

at RIT
College of Imaging Arts
and Sciences
Rochester Institute of
Technology
55 Lomb Memorial Drive
Rochester, NY 14623

Phone: (585) 475-2733
Fax: (585) 475-7279

© 2003–2004 Printing Industry Center at RIT

