

Advantages	Disadvantages
<b>Television</b> Impact—sight, sound and motion; demonstration Reach—very high among all age groups	<b>Television</b> Cost—high cost for time and commercial production Clutter—too many commercials reduces impact of message
<b>Radio</b> Targeting—reaches a selective audience based on station format Reach and Frequency—reaches same audience frequently	<b>Radio</b> Retention—short, single-sense message Fragmentation—many stations in large markets reduces impact
<b>Newspaper</b> Coverage—good reach among adults in local markets Flexibility—message can be inserted quickly	<b>Newspaper</b> Lifespan—short; a one day medium Targeting—not appropriate for advertiser with carefully defined targets
<b>Magazine</b> Targeting—specialized magazines reach defined demographic targets Environment—quality of editorial enhances advertising message	<b>Magazines</b> Clutter—too many ads in each issue Frequency—low message frequency (monthly)
<b>Out-of-Home</b> Reach and Frequency—message reaches same target frequently (daily travel patterns) Coverage—available on a market-by-market basis	<b>Out-of-Home</b> Message—only suitable for short messages Targeting—reaches broad cross-section; can't target specific demographics
<b>Direct Response</b> Targeting—reaches a pre-selected and defined audience Measurement—expenditure directly attributed to advertising effort	<b>Direct Response</b> Image—junk image of mail used; hard-sell approach No Editorial Support—message stands alone in medium
<b>Internet</b> Targeting—ads reach individuals based on behaviour (destinations) Timing—ads delivered anytime, anywhere	<b>Internet</b> Low Click Rates—only a small audience visits a website for more information Clutter—barrage of banner ads on websites reduces impact

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<b>Social Media</b> Word-of-Mouth—brand endorsements by friends has positive influence Targeting—can reach precisely defined targets Engagement—consumers interact with brand	<b>Social Media</b> Word of Mouth—bad news about a brand travels fast Currency—considerable time required to “refresh” posted information Relevance—too many unsolicited “promotional” ads
<b>Mobile</b> Targeting—effectively reaches younger target Timing—can reach target at point of sale	<b>Mobile</b> Cost to Consumers—consumers may balk at data charges for downloads Image—intrusiveness borders on telemarketing image
<b>Video Games</b> Recall—heightened interest while playing game improves brand recall	<b>Video Games</b> Message—message can't be changed in commercially sold games