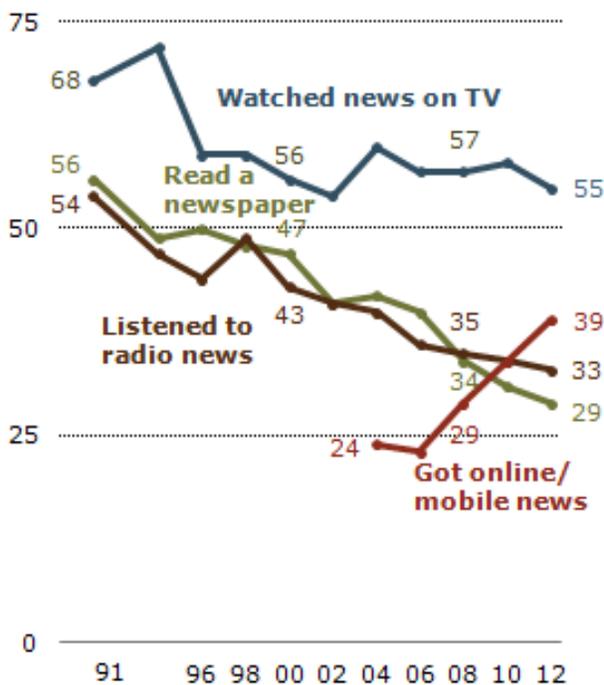


WHERE SHOULD MEDIA ADVERTISING SPEND BE DIRECTED?

We all accept the media has changed significantly this millennium and those changes are still unfolding. We need only look at this graphic and the trends jump out at us.

Digital News Surpasses Newspapers, Radio

Where did you get news yesterday?



PEW RESEARCH CENTER 2012 News Consumption Survey.

Many newspapers are already dead as a printed product, and many others are on the edge of permanent change.

Again from the Pew Research graph, you could jump to the conclusion that advertising would just be a straight redirection to online/mobile news services, but that lost traditional advertising spend has not, by-and-large, transferred across.

Why?

Newspapers, radio and television were uniquely placed; they could reach huge numbers of people very easily. They were a marketer's dream; all you had to do was make sure your ad stood out better than your competitor's.

News is a critical element for attracting consumers, obviously in newspapers, but also on television and radio where they act as attractors to settle viewers and listeners in for the programs before and after their bulletins.

But the infotainment industry has changed, scattering across fundamentally electronic devices, and advertising has had to change to meet the new media mix and that new model is far from settled.

The media-scape now includes print newspapers, trade and entertainment magazines, free-to-air and pay-for-viewing television, radio, internet news sites, commercial websites, popular culture sites such as YouTube, Instagram and Pinterest, social media networks such as Facebook, LinkedIn, Snapchat, Twitter, Tumblr and the ever increasing number of blog sites.

Choosing which of these media platforms you should use for your marketing in the most cost effective way is a huge challenge facing all those who need to raise their profiles or market their goods and services.

And what role should Public Relations play in this new media-scape? What can PR offer that marketing techniques generally can't?

For a start, bloggers can be very influential, with either positive or negative impacts on a business. They can destroy a well-developed advertising campaign, or halve the cost of your advertising spend. They need to be engaged and stakeholder engagement is a PR specialty.

Media placement across the board is still an important tool. If your product or service can be talked about in the media, it adds significantly to the success of any marketing push. PR directly understands what journalists and media outlets need in a story.

Video, photographs and graphics are all powerful components of storytelling and have become even more relevant in the world of YouTube and web-based media sites. We take a holistic approach to this, and storytelling is our specialty.

Encouraging likes and followers on social media can have huge impacts for your marketing through successful engagement programs. You need to have a stand-back approach which pulls apart the campaign in-house from a non-involved player, rather than it being pulled apart in public.

Public Relations is now playing a bigger and more important role in ensuring marketing success across expanded, interactive and diverse technologies. Without public relations involvement in your marketing, you are increasing down-side risks and putting your investment in jeopardy.

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