

## Bigger is Better

Newspapers and television were told to get over themselves recently during a press release duel over “bigger is best”. Apparently “this thinking does nothing to support a sales proposition”. I beg to differ.

In the last 7 days 98% of the population watched tv, read a newspaper or listened to radio. Traditional mass media delivers big numbers. Online however reached just 35% of the population in the last week.

Think about the thousands of people who don't currently buy your brand, but might be persuaded to do so one day. Are you likely to engage them using only new media? Of the people who do buy your brand today, will they even notice your marketing if you don't use mainstream media?

Exposing your brand to a large group of New Zealanders makes sound marketing sense, especially in this current climate.

Lets take airline A who are launching in New Zealand. They choose to launch with a traditional media campaign complete with full-page ads in the newspaper. If airline A had used new media only to launch, would the launch have been as big and noticeable? I think not. What about existing Airline B wanting to defend their brand share from Airline A? Getting their message to market quickly to a lot of people would make marketing sense. Guess where Airline B chose to place its ads?

Quite simply, this ‘bigger is better’ strategic thinking can make significant differences to sales and brand share. Could New Zealand's Top 200 advertisers\* be wrong in their thinking? 88% of those advertisers use newspapers to talk with their customers about their brands.

Newspapers deliver a large, broadly stable, reliable and definable demographic group, reaching 1.6 million people every day or 2.4 million unduplicated readers across a week\*. And to think that some people out there would have you believe no one is reading newspapers anymore.

Newspapers quickly reach Kiwis. The mass reach which newspapers are able to generate is built faster than other media types. All of the reach is delivered on the day the ad appears, unlike other media where coverage takes time to build.

Take Vodafone's Leap Day ad last February 29. Just one ad reached 1 million people in Auckland, Wellington and Christchurch. Their objective was to reach as many people as possible on that one day with their brand message “Make the Most of Now”.

Mass media is a cost effective way of getting to market quickly. In this fragmented media world, it's taking more money to reach fewer people. If your budget is tight, why not stick to what you know works? Remember 98% of the population have watched TV, read a newspaper or listened to radio in the last week.

Mass media inclusion may not be the best strategy in every instance, but who couldn't do with more customers and more sales in this current market? Those who do use it may just come out of the recession bigger and better.

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