



Targeted Eyeballs

The catch cry of real estate has long been location, location, location...the same can be said of advertising. Being in the right environment is the key to reducing wastage and watching your advertising budget go down the drain.

Media selection should not just be about the number of eyeballs, but also about engaging the right people. Newspapers, being a mass medium, are a good way to reach a large number of people, but they are even more effective when used to reach specific audiences.

You can target ads to the appropriate markets by placing them in the section(s) that most closely relate, be it sports, lifestyle or business. Newspapers have a strong readership across a variety of targets; it's a matter of understanding where and how they are reading the paper. Research, such as indexes offering "more likely" figures and sectional readership data means you can now confidently recommend the most appropriate sections or environments.

Every day however, we continue to see the overload of Section A, with busy times of the year bringing availability issues (there are even waitlists for this section!). Some clients insist "Section A or nothing". What products really demand Section A? There is not one brand in the world that talks to everyone (not even McDonalds or Coca Cola). Whilst research shows us that Section A has a high readership across the majority of demographics, there are many arguments for why this should not be the standard placement for newspaper advertisers.

With such demand in Section A, it can sometimes be quite cluttered. You can run the risk of being stacked on top of other ads, possibly being lost. Sure this is technically the front of the paper, but there are no points for being first. Especially considering everybody reads the paper differently – the average male may turn to the back page first to read the sports news; the business executive may look at the front page of the business section; the young housewife may just want to look at the horoscopes; while the average teenager may just want to know what's on TV later that day. This proves that the daily newspaper is much more than just the news within Section A. Outside of Section A provides a real goldmine for having your advertisement not only seen and read, but most importantly remembered and actioned.

You will only get the best out of newspapers if you have a broad, customer-centric understanding of the reader relationship with it. It's a car yard to some, travel agent to another, business advisor to her and sports commentator to him. Choosing the right environment to complement the message will make it much more effective. Newspapers are a daily medium, so it's even more important to ensure your ad is working.

Some recent local examples include ads for The Royal New Zealand Ballet Company who placed ads in the Engagement notices section, advertising their production of "The Wedding". The Hurricanes placed a "Brace Yourself" notice on the weekly weather map, advertising Saturday night's game. Astra Zenica placed an ad for their prostate cancer treatment Zolodex on the back of the Friday Sport Lift Out.

Reaching engaged newspaper readers is not just about Section A. Targeting the right audience within specific environments offers cost effective alternatives that will be seen in the right location, location, location.

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