

## The Spike of Angels - January 2011

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- Are You on Target?
- Nine Minutes to Your Success
- Show you an Example - Certainly, with pleasure.
- Who Are We?

## Are You On Target?

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Today we'll focus on a neglected element in marketing - Your Audience.

Too many campaigns have only a vague description of who the message is intended for so we can't be too surprised when they miss the mark.

Here's a surefire way to reach No-One, Target **Everyone**.

Remember that 80% of your ad budget is for your ad space...  
not the cutting edge photos, not the crisp, award-winning copy...  
no, your budget goes to your ad space.

Let's make sure you get your message in front of the right people.

## Nine Minutes to Your Success

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Who is your Target Group?

There are 33.1 Million people in Canada.

You don't want to reach 'everyone'.

There are few products which compel you to reach everyone. Much as you'd like to think otherwise, not everyone needs a post-hole digger, or chrome hub-caps, a swim coach, a digital camera, a wooden salad bowl, a personal trainer. All fine products/services, but usually appealing to a specific audience.

The better you can define your audience,  
> the clearer your media choices,  
> the more targeted your creative message,

- > the more efficient the buy,
- > the greater the frequency in front of buyers
- > the better the opportunity for a sale

To help you refine your ideal Target Group, we invite you to ask yourself these questions. Allow yourself from 30 seconds up to one minute to answer each question. Your initial impulse is the truest.

Within **9 Minutes**, you'll have a clearer idea where your campaign should be headed. Grab a pen/pencil, one sheet of paper and let's go.

1. Are you targeting Men or Women or both genders?
2. How old are they? What's the Sweet Spot of your target audience?
  - Perhaps aged 18-24, single and never married
  - \* Maybe moms and dad aged 25-40 with young children
  - Perhaps more mature- aged 50-64 who are empty nesters
  - Other age brackets? \_\_\_\_\_
3. Are they young professionals or well educated mature University graduates with some industry savvy?
4. Where do they live? in big urban centres or in rural areas?
5. How much money do they have to make to afford your product?
6. Do you know their media habits?
  - Not just presumptions based on what you do (Ie: I read the newspaper, so everybody reads the newspaper) But find out what they're reading, watching, listening to, interacting with, are they living on the computers through Social Media channels, what are they being exposed to, taking into their homes, offices, playspaces, their life.
7. Why are you different?
 

Please don't compete on price. Sometime, somewhere another competitor will offer what you offer cheaper. Hang your hat on a value more valuable than cheapest. What benefit(s) do you deliver that outshine your competitors?
8. Lastly (for now) When are you planning to advertise and how much are you prepared to spend?
 

Seasonality plays a big role in media consumption habits and ultimately the cost for the chosen media.

***FREE additional tools:***

You will find additional two FREE Media Templates on [www.firstimpressionsmedia.ca](http://www.firstimpressionsmedia.ca) to help you out.

- Media Briefing
- What Would You do With An Unlimited Budget

**TIME'S UP.** Okay, you've done very well in 9 minutes haven't you. You have a single page that tells you the following traits of who you believe your preferred or ideal customer is. Now you know their:

- Gender
- Age
- Part of the city/country they live in
- How much money they earn
- The media they use
- Your unique offering
- Your campaign timing and budget

**Congratulations on passing MEDIA 101 – You are already a million miles ahead of many advertisers who simply open the wallet and hope for the best.**

That little summary you've created will save you and/or your media professional a lot of your time and money.

[But how does this work in Real Life? Dennis, can you show us an example? - Certainly, with pleasure.](#)

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Recently we were identifying the audience for Winter Tire Purchasers.

The client, who owned several automotive service stations had funds to purchase seven, one quarter (¼ ) page ads in a local Tabloid newspaper during their eight week flight.

We believed another media mix would be more powerful and effective.

Answering the above questions we determined that instead of trying to reach all 33.1 Million Canadians, we should in fact be targeting:

- a predominantly male audience
- they live and work in the GTA
- they have household incomes in excess of \$50,000
- they are great candidates for radio and outdoor advertising
- and that October through December is the perfect time to reach Winter Tire Buyers

Using the above steps, we refined our strategy to reach Men in Toronto while they were in their cars, and stuck in winter traffic. Ever notice when you're stuck in downtown traffic, it's behind a bus!

We recommended and implemented a **two month radio campaign** featuring Traffic Reports on a prominent Toronto Radio Station known for News and Traffic, as well as an **8 week Exterior Bus Card campaign** .

**The Results?** Not only was our media buy 3% under client budget, The Service Bays were very busy for this Tire company in November and December

## Who Are We?

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First Impressions Media is an independent Canadian owned operated ad placement agency. We want to send you home early.

You don't want to spend your next 3 days ( nights) agonizing over your media plan. Call us First.

Our planning and buying experience in magazines, newspapers, radio, outdoor, television, on-line and specialty media opportunities gives you a wealth of experience and saves your resources.

And you won't get lost in a huge downtown agency.

Call us First, then go home!

## Contact Information

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MEDIA PLANNING & BUYING