

Module 4: Advertising

Lesson 2 - Advertising Channels

OVERVIEW

In this lesson, students will learn the primary advertising channels used by businesses and brands to reach consumers.

OBJECTIVES

1. Explain what an advertising channel is.
2. Provide examples of various advertising channels.
3. Recognize why a business or brand would choose one advertising channel over another.

KEY TERMS

Advertising channel

Out-of-Home advertising

PPC (Pay-per-click)

Print media

Traditional broadcast media

This Lesson Bundle Includes:

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Lesson 2 - Advertising Channels

ADVERTISING CHANNELS

Advertisements are broadcast through a variety of media channels. These channels, called **advertising channels**, provide a medium for businesses and brands to communicate information about products, services, and promotions to consumers. Globally, businesses and brands spend billions of dollars every year on advertising. According to [Zenith](#), an ROI agency, global spending on advertising was expected to grow by 8% in 2022, rising to \$781 billion.

Advertising channels

- Print
- Outdoor / OOH (Out of home) advertising
- Traditional broadcast (television, radio, satellite)
- Online/digital media, display (banner and video ads), OTT (“Over the Top” like Hulu, YouTube TV, Disney+ etc.), CTV (connected TVs like Amazon’s Fire TV and other “smart” TVs)
- Social media
- Search
- Cinema
- Promotional products

Print Media

Print media refers to a written / visual form of communication used to inform, persuade, or remind consumers about products or services offered, typically featured in magazines, newspapers, and brochures. Despite the emergence of digital and social media channels, print media remains an incredibly effective medium for reaching consumers. In fact, according to one [study](#), over 55% of all consumers trust print marketing more than any other advertising method.



82%

When it comes to making a purchase, 82% of US consumers trust ads on printed media, compared to just 24% of consumers who say they trust pop-up ads.

Source: Digiday

OOH (Out-of-Home) and DOOH (Digital Out-of-Home) advertising

Out-of-home (OOH) advertising describes any visual ads a consumer might see outside of the home. Typically, outdoor advertising includes any outdoor signs, walls, buildings, public transportation, and billboards. This type of advertising offers a high level of visibility but has geographic limitations. OOH advertising also offers the potential for 24-hour advertising.

Digital out-of-home (DOOH) continues to proliferate as a more flexible, dynamic, and reactive alternative to traditional, static OOH advertising. Rather than posting a large, vinyl print advertisement on a billboard, companies can now upload a new digital file,



providing opportunities to adjust the copy, the promotion, or the message almost instantly. Businesses and brands can also get creative with the content, even producing 3D graphics and images to capture the attention of consumers.

- For example, to promote the release of the Star Wars new series ‘Obi-Wan Kenobi’ on its streaming platform, Disney bought 3D billboard space in NYC’s Times Square
 - The billboard featured Darth Vader walking out of his chamber with a lightsaber, looking down disapprovingly at passersby below
 - Click [here](#) to see a brief video of the billboard, which has generated over 1 million views on Twitter alone



DISCUSSION

Think about the advertising you see around you every day. Which might represent examples of out-of-home (OOH) or digital out-of-home? Why do you think those businesses or brands are placing advertisements in that space and who might represent the campaign’s target audience?

DOOH is all around us, present in the everyday lives of consumers at every turn. When was the last time you were at an airport? Did you notice the advertisements throughout the terminals? Most likely, those were digital ads. What about video advertisements that you’ve seen in malls, gas stations, fitness clubs, or grocery stores? Those all represent examples of DOOH advertising.

DOOH campaigns are growing in popularity. Globally, \$6.8 billion was spent on DOOH advertising in 2021. That figure is expected to grow by an annual rate of nearly 14% over the next six years, and by 2030, the DOOH market size is expected to reach nearly \$55 billion.¹

Recognizing the growth opportunity, some brands like Walmart have created their own media networks, enabling them to sell digital advertisements in-store, creating a brand new revenue stream for the business.

Targeting Travelers

- Marriott announced it would also create a media network (in partnership with Yahoo), introducing the “[Travel Media Network](#)” in 2022
- In the short term, advertisers will reach guests through Marriott International’s mobile app and website, but will eventually have the capability of advertising on the TV’s in the property’s guest rooms, in hotel lobbies, and other areas around its properties
- By utilizing Yahoo’s technology to analyze data, the network will provide Marriott with the ability to display ads specifically relevant to travelers
 - According to a press release from the company, the Marriott Media Network initially will offer brand advertisers exposure to travelers in the U.S. and Canada, ultimately expanding to travelers globally including all the more than 164 million members in Marriott Bonvoy, the company’s award-winning travel program.



DISCUSSION

Do you think there is any risk associated with Marriott’s media network plan? How do you think travelers would feel about seeing advertising messages all around the property and in guest rooms? Where, and how, do you think the ads should be delivered? How important is it to both Marriott and the brands buying the advertising that the ad placement is properly executed?

¹ <https://seobysociallyin.com/dooh-advertising-statistics/>

OOH isn't just billboard and digital media. Out-of-home could also include mass transit and public transportation advertising such as buses, bus stands, taxicabs, and subways to post advertising messages. To stand out, businesses and brands often get creative with OOH.

Creative OOH advertising examples:

- During Zurichfest, a massive annual festival in Switzerland, McDonald's converted a street crosswalk into a package of its french fries, with the fries serving as the stripes on the crosswalk. The crosswalk led straight to a McDonald's.
 - McDonald's launched a similar OOH campaign in several areas around Malaysia
 - Click [here](#) to read more and to see an image of the Mickey D's branded crosswalks
- In 2022, the Toronto Star placed the company's iconic blue newspaper boxes around the city of Toronto in a way that gave the appearance that the boxes were melting. The newspaper's goal was to send a message to consumers about climate-related issues, and the advertisements featured a QR code that linked to the company's climate reporting section of its website.
 - Click [here](#) to read more and to see an image of the melting newspaper boxes placed around the city of Toronto

Marketers often use many other creative ways of communicating advertising messages to consumers through out-of-home channels. If there is a place to reach consumers, you can bet businesses and brands will find a way to place advertising there.

- Perhaps the most iconic example of out-of-home advertising is Oscar Mayer's "[Wienermobile](#)"
 - Introduced in 1936 during the Great Depression, Oscar Mayer's "Wienermobile" has become one of the most recognizable advertisements in marketing history
 - Today, Oscar Mayer's fleet has grown to include six Wienermobiles
 - Each year, the Wienermobile fleet travels around the country, making stops at various store locations, providing opportunities for consumers to take pictures and learn more about Oscar Mayer products (including its iconic hot dogs)
 - Click [here](#) to view the Wienermobile tracker on the company's website
 - In 2022, Oscar Mayer launched a promotion in which high school students could enter to win the chance to have the Wienermobile provide transportation to and from prom
 - In a great example of engagement and social media marketing, Oscar Mayer asked 17-and-18-year-olds to create a 60-second or shorter video explaining why they should get to take the Wienermobile to prom and post the videos on Instagram or TikTok, using the hashtag #OscarTakeMeToProm
- Blimps
 - Goodyear, Outback, Met One ("Snoopy One")
 - For example, Goodyear provided aerial coverage of the NBA "bubble", offering a socially distant view of the ESPN Wide World Of Sports complex when play resumed after being postponed because of the pandemic.
- Supermarket carts and grocery bags
- Hot air balloons, aerial advertising (sky writing, sky banners)





Photo Source: Screenshot from Oscar Mayer [website](#)

Traditional Broadcast Media

Any visual and/or audible form of communication used to inform, persuade, or remind consumers about goods or services offered would be considered traditional broadcast media. This would include radio and television advertising. Traditional broadcast media is typically an effective means of reaching a large audience. Despite the surge in popularity of streaming, traditional broadcast media remains a multi-billion dollar industry. In its latest [Advertising Expenditure Report](#), Zenith forecasts that total global linear TV ad spend will grow from \$171 billion in 2021 to \$178 billion in 2024.

- Radio/satellite radio advertising
 - Advertisers match their target market to a radio station that segments a particular market.
 - Has the ability to reach a wide audience
- Television/satellite TV advertising
 - This includes commercials and infomercials
 - TV advertising is traditionally the most expensive form of broadcast media.
 - Rates are typically tied to ratings; the higher the viewership for a program, the higher the advertising rate
 - Viewership figures are measured with a “ratings” system that provides advertisers and agencies with data that suggests how many people have watched a particular program
- TV advertising campaign example
 - One of the most recognizable TV advertising campaigns in recent memory is Apple’s “Silhouettes” campaign
 - Promoting its iPod product, the campaign utilized print media and out-of-home on billboards, but its music-themed television commercials really captured the attention of consumers

- From 2003 to 2011, Apple aggressively promoted the iPod with its Silhouettes campaign, helping the company to sell billions of dollars worth of the product
 - Click [here](#) to see the first ad in the “Silhouettes” campaign, helping to launch the iPod product with the tagline, “1,000 songs in your pocket”
- In 2022, Apple introduced a new campaign promoting the latest AirPods with a twist on its iconic “Silhouettes” marketing featuring pop star, Harry Styles
 - Click [here](#) to learn more from Billboard’s YouTube channel



DISCUSSION

We are entering a new frontier of advertising as streaming platforms consider ways to generate more revenue. After a firm position that the company would never sell advertising since its inception, Netflix began testing an ad-based platform in 2020, sparking some outrage among customers. In 2022, the company announced it would be moving forward with an ad-tiered subscription option. They were not the only streaming platform to do so, as HBO Max and Disney+ also announced the launch of ad-supported subscription options. Hulu has offered an ad-supported subscription tier for years.



- Why would Netflix reverse course on its decision to sell advertising?
- Why is revenue important to a streaming platform like Netflix, Hulu, Disney+ and HBO Max?
- How might a business or brand benefit from advertising on a streaming platform?
- What can streaming companies do with advertising strategies to make ads feel less invasive?
- Why might that be important?
- In your opinion, should streaming platforms sell advertising? Should they offer an ad-supported tier as a subscription option? Why or why not?

Online/Digital Media

An advertisement that appears on any digital media platform would be considered online or digital advertising. This could include:

- Banner ads, pop-ups, videos, etc.
- Digital broadcasts and streaming (CTV–connected TV; OTT–over the top)
- Mobile devices
- Podcasts
- Email marketing

According to data from [Insider Intelligence](#), the global digital advertising market in 2022 is a \$600 billion market, representing nearly 67% of all spending on media advertising. Digital advertising grew by 15.6% in 2022, and it is expected to continue to experience significant growth in the near future. By 2025, the digital advertising market is expected to reach \$820 billion.



Social Media

Social media advertising describes ads delivered to consumers via social media platforms. Social media provides businesses and brands with a very effective marketing tool. According to data from [GWI](#), 27% of social media users use social platforms primarily to research and find products to purchase. Social media advertisements are delivered in a variety of formats.

To illustrate, consider all the advertising formats available to businesses or brands on different social media platforms:

Facebook (Meta): Photo, video, stories, messenger, carousel, slideshow, collection, playables, “instant experiences”

Twitter: Promoted ads, follower ads, Twitter “Amplify”, Twitter “Takeover”, Twitter “Live”

TikTok: In-feed ads, “Spark” ads, TopView ads, Brand takeover ads, Branded hashtag challenge ads, Branded effects



Instagram: Photo, video, stories, messenger, carousel, slideshow, collection, playables, “instant experiences” (Instagram is owned by Meta)

Snapchat: Snap ads, Story ads, Collection ads, Commercial ads, Filters, Lens AR Experiences


LinkedIn: Dynamic ads, Lead generation forms, Video ads

The effectiveness of social media advertising has caused this channel to explode in popularity with marketers in recent years. In fact, according to Zenith, ad [spending](#) on social media surpassed the spending on TV advertising for the first time in 2022. Zenith predicts that, by 2024, ad spending on social media will reach \$225 billion, up from \$177 billion in 2022.


SOCIAL MEDIA ADVERTISING




27% of users say they find new products and brands through paid social ads.




- 52% of marketers are currently using Twitter to advertise
- Using 3 or more ad formats increases campaign awareness by 20% and purchase intent by 7%





- 92% of users globally have taken an action after watching a TikTok
- 74% of TikTok users say that TikTok has inspired them to find out more about a product or brand online



- Instagram ads can reach over 1.2 billion people, or 20% of the world's population over age 13
- 58% of users say they're more interested in a brand after seeing it in a Instagram Story



- Snapchatters have \$4.4 trillion in global spending power
- Snapchat is the #1 platform where Gen Z enjoys sharing purchases they love



NOTES



Your *Marketing Insights from SCC* curriculum will explore the concept of social media marketing in greater detail in module six.

Search

Paid search is a digital marketing strategy where a business or brand pays search engines to place their ads higher in relevant search engine results pages (called “SERPs”). This is why you see certain search results marked “ad” or “paid” when looking for anything on Google, DuckDuckGo, YouTube, Amazon, etc. As digital advertising continues to grow, so too does search as an ad channel.



\$78 billion

Search accounted for \$78.3 billion of all U.S. digital advertising revenue in 2021, an increase of 33% over the previous year.

Source: Interactive Advertising Bureau

PPC (pay per click) is the most common form of paid search. With PPC, a business or brand doesn’t pay anything until a consumer clicks on a link or advertisement, providing the business with an affordable platform for advertising that helps to reach the most qualified prospective customers. These are customers who are actively searching for a specific product or brand.

Organic search results are the results displayed on a SERP that have not been paid for. The results displayed first are those that are most relevant to the search terms used, and the quality of the business or brand’s SEO practices. Contrary to paid search, these are the search results that display without being tagged as an “ad” or “paid” result.

Cinema

Cinema ads are the brief ads consumers see playing before the trailers and movie start. These advertisements are broadcast while movie-goers enter the theater and get settled in to watch the film, ensuring the advertiser has a captive audience.

Promotional Products

Promotional products would include “everyday” items displaying a company name or logo. Items like calendars, pens, or magnets that are given away are considered to be promotional products.



ACTIVITY

Apply what you have learned in this lesson by developing an ad campaign for a popular consumer goods brand.

For this activity, your teacher will divide the class into groups or pairs, and each team will draw a card from two separate decks. One deck will feature a consumer goods product, the other will offer specifying a specific advertising channel to be used in the campaign. Use the worksheet provided by your teacher to create and describe the advertisement. Be prepared to poll the class to see if they would buy your product!





NOTES

Your *Marketing Insights from SCC* curriculum will explore public relations in greater detail in module seven.



KEY TAKEAWAY

Advertisements are broadcast through a variety of media channels. These channels, called **advertising channels**, provide a medium for businesses and brands to communicate information about products, services, and promotions to consumers. Globally, businesses and brands spend billions of dollars every year on advertising.



INDUSTRY APPLICATION

Connect your classroom with industry examples by reviewing the following news stories relating to concepts covered in this lesson:

Advertising (Print) - [The very best print adverts of all time](#)

Advertising (TV) - [The best TV ads of 2022 \(so far\)](#)

Advertising (OOH) - [Here are our 14 Favorite Global OOH Campaigns Of 2021](#)

Advertising (OOH) - [You Can Now Take the Wienermobile to Prom](#)

Advertising (OOH) - [Billboard advertising: 43 traffic-stopping examples](#)

Ad Campaign - [Airtable launches first national ad campaign 'This is how'](#)

Ad Campaign - [Lego celebrates 90th birthday with wide-ranging global campaign](#)

Streaming Platforms & Advertising - [Netflix To Launch Advertising Tier In "Early Part" Of 2023](#)

Streaming Platforms & Advertising - [Disney Plus to Raise Prices by \\$3 a Month as It Launches Tier with Ads](#)

KEY TERMS DEFINED:

Advertising channel: A medium for businesses and brands to communicate information about products, services, and promotions to consumers.

Out-of-home advertising: Describes any visual ads a consumer might see outside of the home.

PPC (pay per click): A form of paid search where a business or brand doesn't pay anything until a consumer clicks on a link or advertisement.

Print media: A written / visual form of communication used to inform, persuade, or remind consumers about products or services offered, typically featured in magazines, newspapers and brochures.

Traditional broadcast media: Any visual and/or audible form of communication used to inform, persuade, or remind consumers about goods or services offered.

