

CHAPTER 6: Media Types & Decision

Lesson 25: Tutorial

- ✓ How would you promote a brand of Chawanprash in a town, which does not have TVs nor do they have radios.
- ✓ Watch any programme of your choice on TV, and analyze the number of commercial breaks, the durations of each advertisement, the type of advertisements shown and the audience watching the programme. Please match the Target audience of the brand advertised and the audience profile watching the programme.
- ✓ Pick an Economic Times and Times of India and compare the type of advertisements in both the newspapers. Analyze also the placing of the advertisements based on the various newspaper sub headings, like, Sports, Editorial, Business, etc.
- ✓ Explain the medias in which the following brands would advertise:
 - ICICI Prudential Life Insurance
 - Ried & Taylor
 - Nirma Detergent
 - Xerox Photocopier
 - Omega Watches
 - Tiger Biscuits (Rs. 2/ pack)
 - Mercedes S Class
 - Tiger chaap Agarbattis
 - Coca Cola
 - Aids Awareness
- ✓ Why do you think that selection of media plays a vital role for an advertising manager of Pepsodent Toothpaste? Not more than 150 words.
- ✓ Listen to any programme on FM Radio and analyze the advertisement style and the duration of them. Also compare them vis a vis television advertising. What benefit do you think the advertiser would have got in placing an advertisement in the radio media?

- ✓ Visit / talk /mail a company which hosts website of general interest on the WWW.
Understand the relevance of advertising in the new media and the type of clientele that they look at. Also understand the Reach and Impact of advertising via the new media route.