



Newspapers work with Outdoor

Strengths of Outdoor

- Builds brand name awareness
- The message appears 24/7
- Cost per thousand is low
- Can be used in key locations – to target a demographic group or near a retail outlet

Weaknesses of Outdoor

- Brevity – cannot communicate detailed messages
- Low recall results from brief exposures or adverse conditions (e.g. bad weather)
- Production costs can be high depending on complexity and the market
- Prime locations (high traffic) are often controlled by large, long-term advertisers

When to use Outdoor

- To build top of mind awareness
- To deliver a targeted message to a particular neighbourhood or retail location

When to use Newspapers and Outdoor

- **Drive to retail** – Newspapers can name selected stores and price points while outdoor can be selected near retail stores to present a reminder ad right before purchase.
Launch (of a product or new information) – Awareness can be built using both media. Newspapers provide the opportunity for detailed copy about an unfamiliar product or provide new information.
- **Big ticket items** – When consumers are in the market, especially for big ticket items, they not only notice the ads, they study them. Consumers want all the facts before a significant purchase and newspapers can provide them. Outdoor delivers top of mind awareness.
- **Response** – Coupons or direct response (phone number or website) can be provided in newspapers. Outdoor boosts the overall impression of the campaign.

Case Study: Sun Chips

Frito Lay, manufacturer of Sun Chips, added solar power to its plant. Up to 75% of the energy needed to produce the product was obtained by solar collectors. To make consumers aware of this move, Sun Chips undertook innovative newspaper and outdoor advertising, along with TV and magazine support.

In the newspaper, the headline read “Take this page and hold it up to the sun.” When the ad is held up to the light, further information is revealed.

For the outdoor campaign, a stencil-type overhang is used so “Sun Chips” appears on the billboard in different positions throughout the day.

