CHOOSING THE MEDIA CHANNELS ACCORDING TO THE IDENTIFIED MARKET SEGMENT

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The present paperwork presents the importance of the linking of the media channels chosen in the framework of an advertising campaign with the identified target for the product/service that will be promoted.
Starting from the identification of the need to promote a product / range of products, from the identification of the target (target market) of the respective product, the most creative and innovative promoting methods can be chosen; but, quite often, these can prove to be useless or irrational if the chosen promoting support does not aim directly the people interested in this product. The final monitoring of the advertising campaign helps us analyze and detail the results obtained as a consequence of the promoting process.

We can notice that a lot of marketing people do not understand the concept of „integrated campaign" and consider that an advertising campaign limits to the realization of booklets, a week/month of broadcasting a radio or a TV spot or the display of their brand on street billboard, without thinking wheter through these variants they reach the aimed public or not.
For exemple, let's talk about sponge cake products, a range of half made alimentary products.

1. Identifyig the products
The range of half made products aims at the active housewives who like to cook at home but who do not have enough time to spend hours in the kitchen.
Even if they are top quality, many people are afraid of using them, because usually they contain lots of preservatives. But, let's consider there are some products made following traditional recipes, with natural ingredients, with a low content of additives and preservatives, in the best hygienic and food safety conditions. There are few big companies producing this range of products in our national alimentary industry and many small enterprises - bakeries - that commercialise them. So, for a big company should be vey easy to become a leader on this market, taking in consideration the fact that it does have no important competitor. Still, imposing a range of this kind of products on the national market can be unfeasible unless it takes measures to promote it. For that, the best decision is to turn to a specialized advertising agency to promote these products, in order to increase the notoriety and the sales of the company.

2. The identification of the target market
In order to elaborate an advertising message, the marketing specialists need **preliminary essential information about the target group:**
- to know the benefits that the consumers expect;
- which benefit is more important, relevant and different in report with other offers;
- information about: social, demographic, psychological characteristics;
- consumption behaviour;
- the attitude towards the brand and the attitude towards the products.
Which is the target aimed by the Sponge-Cake advertisement campaign?
In order to identify the target market of the sponge-cake products, **the virtual communities** that had as interest and discussion topic – gastronomy. Except for this research method, other **qualitative research instruments** were used: groups, shelf research, direct interaction with potential clients, observation. Of all these methods, the most **efficient in the determination of the target market was, in this case, the focus-groups and the discussion forums on-line.** After the research developed for the identification of the target of the sponge-cake products, the partial results were the following:
- Sex: female
- Age: between 25-55 years
- Social status: married, with at least one child (usually younger than 7 years)
- Profession: - housewife, baby-sitter, on maternity leave; confectioner, pastry chefs, chefs, apprentices, students of specialized schools; assistants; journalists, educational system.
 - Environments: mostly urban
 - Income: average and slightly above

Features of the aimed woman:
- very sociable, opened to new, active, dynamic, joyful and ready to experiment new recipes in the kitchen;
- likes to tell stories and to share recipies with friends;
- *they are proud of a „well done cake" – that looks very good;*
- the joy of a surprise made to the child / husband / friends;
- devoted to the family, she is willing to dedicate a big part of her free time to cooking;
- willing to accept innovations in the culinary field, without giving up „traditional recipes";
- the habit of the weekend dessert – to please the family / the neighbours;
- considers cooking is a method of relaxing and *bringing the family close to one another around the table;*

The purchase decision:
- *the purchase decision belongs to her both in what regards the impulsive shopping and in most of the analytic shopping.*
The sponge cake layers represent an **impulsive shopping.** In the decision of buying this product, housewives can be **influenced** mostly by the recognition and acknowledgement of the product / brand, but also by the opinion of friends, neighbours, family, the environment of the virtual community where she is a member. Therefore, here we can observe the increasing importance of the promotion method known as „word of mouth".

Interest topics: cuisine / international cuisine, children / topics about children, health and food / diets, flowers and / or pets, sports, romantic movies; they get their information from magazines.

The identification of the behaviour of the target towards the use of the product
Even if the aimed target has been very well identified by the campaign that will be launched the marketing specialist needs another important information before moving to the action itself: **finding out the opinion of the target public about this type / range of products**. How does the potential buyer perceive the use of the ready-made sponge cake layers? Would they buy it? What would determine him to buy them, use them and stay faithful to the product?
Therefore, after several variants elaborated, debated upon and analyzed, according to the benefits identified as important for the consumers of the „sponge cake" product, the message suggested to communicate the Sponge Cake can be:
„Sponge cake layers – **For the cake that is always a success!**

3. Choosing the communication channels
After the identification of the product target, the message and the creative concept that will address to the target market were established, we need to identify the channels through which we reach it. Therefore, where do we promote our message? Obviously, were we find the target! This is where the research work of the media department comes up.
For the beginning, let's make the distinction between two notions: the declination of the *campaign concept* and the *declination of the campaign.*
We call „**declination of an advertising concept"** the way it will vary according to the media supports. The objectives stay the same, but the concept varies. What changes is the way the advertising specialist will adapt its concept according to the concept in the case of various media channels. It is the same as in the case of the grammar specialist that declines a noun, the marketer keeps the same radical, the same structure, the same concept. In the case of the **declination of the message,** the media channel and the support stay the same, but there are a series of variants. [339]
The communication channels have two types: personal channels and the non-personal channels.
Personal channels- involve the existence of two or more persons that communicate directly with one another, through discussions, discourses, through telephone, post or internet. The efficiency of these channels derives from the possibility to individualize the presentation and to perceive directly the reaction of the auditorium.
Non-personal channels – spread messages that do not imply the contact or the interaction at personal level. These can be: information means: press, newspapers, magazines, radio, billboards and manifestations organized in various occasions (press conferences, sponsorships).[340]
According to the marketing mix and the creation strategy, the decision of the media plan **follows the following process:[341]**
      1. Choosing the media channel;

339 Luc Marcenac, Alain Milon, Serge- Henri Saint- Michel- „Advertising strategies: from the marketing study to the choise of the various media" (ro. orig. „Strategii publicitare: de la studiul de marketing la alegerea diferitelor media"), Polirom Publishing House, Collegium Collection, 2006
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341 Luc Marcenac, Alain Milon, Serge- Henri Saint- Michel- „Advertising strategies: from the marketing study to the choise of the various media" (ro. orig. „Strategii publicitare: de la studiul de marketing la alegerea diferitelor media"), Polirom Publishing House, Collegium Collection, 2006

2. Choosing the supports;

3. The sharing of the budget;

4. The campaign plan.

For the sponge cake products campaign, the general promotion media chosen can be:

Television,

Street display (OOH billboards)

Written press – magazines aimed at women,

On-line media.

A.Television

TV Advertising is the most efficient promoting mean. The results of a TV campaign are measurable; when we contract publicity space on the TV, we actually buy viewers who find out about our message. The results of a campaign are measured in thousands of viewers who have seen the spot. The measurement of the audience is realized in Romania by TNS / GfK Romania. GfK is the new company who takes over the measurements supplied by TNS, realised electronically (through the people meter). The results are unanimously accepted because GfK was designated through bid, starting with the summer of 2007, to perform this service by ARMA (The Romanian Association of Measuring the Audiences) – formed of the representatives of the TV stations, advertising agencies and advertising clients.342

ADVANTAGES AND DISADVANTAGES

The television, even if it has the biggest weight in the total of media means, is overloaded. This fact leads to an advertising suffocation (number of broadcasts, rapid rhythm of broadcasting the insertions). In what regards the target, we can observe the tendency to become faithful to a TV show or channel, according to it's type.

Strong points:	Weak points:
- Strong media channel - Wide national covering; - It has a strong effect of notoriety; - Fast impact in the households; - Strong demonstrative effect.	- Very suffocating - Low selectivity; - Considerable technical expenses.

RATING (audience) - It shows how many TV owners watch a certain TV program / TV channel at a given moment (it is measured in thousands of people or percentage from the universe).

MARKET SHARE - It shows how many of the TV owners, who have their TV sets on watch a certain TV program / channel at a given moment (percentage).

- **GRP** (**G**ros **R**ating **P**oint): represents the total of the rating points (rtg%) accumulated by a spot campaign, in a certain period of time.

- **TRP** (**T**arget **R**ating **P**oint): represents the total of the rating points (rtg%) accumulated by a spots campaign, in a certain period of time, on the client's target, that is **TRP** = GRP in the client's target.

AFFINITY: represents the report between the audience on the studied target and the audience on the reference target, that is: **Affinity = TRP/ GRP; A good affinity has to be higher than 100%.** Affinity, **from the point of view of the campaign**, shows how efficient some TV channels or TV programs are for this.

COST PER POINT vs. RATE CARD

Cost **P**er **P**oint (CPP) or the net cost of a rating point. The guaranteed audience sale is the most correct method. At its basis, there are accurate scientific researches, for establishing the compatibility between the profile of the target public of the promoted product and the profile of the target public of each program of the TV channel that makes the promotion. The method allows a complete post-campaign analysis and even the modification of the promotion strategy during the development of the campaign.

Rate **C**ard (RC) or the classic method; list price – discount = net cost – nr. of broadcasts. Through this method we buy broadcasts, not audience. The tariffs are established statistically through: demographic & economic reports, the performance of the sales of that channel.

According to the results of these indicators, the following are suggested: the TV channels, the hour intervals, the shows during which the commercial will be broadcast considered adequate to the target.

The proposal of the agency for the Sponge Cake Campaign shoud be the following: acasa . These Tv channels were chosen because the target of the sponge cake products fits perfectly in the typology of their target:

Main Target Acasa (MT Acasa): Urban women between 15 and 49 years, average and high incomes, medium and higher education.

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342 http://www.arma.org.ro

Main Target ProTV (MT ProTV): Urban between 18 and 49 years, average and high incomes, medium and higher education.

"Acasă" has the higher audience on the target of the half made cakes campaign. Additionally, ProTV contains men too.

The hour intervals, respectively the shows proposed were the ones that after the TNS Agb analysis turned out to be audience leaders on the aimed target:

1. **"acasa" channel: At home in the kitchen, The recipe at home, the soap opera „Inimă de Ţigan" (Gypsy Heart);**

2. **„Pro Tv" channel: Happy Hour, ProTv News, the 7 pm edition, Pro Movie, at 9 pm.**

3. **„prima tv" channel- Teo Live!** The sponge cakes products – presented by Teo! Teo is very popular and she has become an opinion leader who is able to promote topics.

B. Display

The display represents one of the oldest promotion means in the world. From graffiti to 3D, the will of every man to leave something behind is a logical one. Together with television and written press, the display remains one of the most important media channels.

Its big disadvantage is represented by the incapacity to select the target audience, followed closely by the difficulty to assess the number of targeted people, reached through the billboards. But, in what regards the covering offered by the posted, it is total, the percentage of the Gross Rating Point (GRP) reaching a maximum level. 343

Strong points:	Weak points:
- Incisive media channel - Violent, impact character - Strong media channel, capable to create rapid notoriety - Good geographic frequency and selectivity - Direct connection with the distribution - Colour visualization and good reproduction.	- Ephemeral media channel - Weak demographic selectivity - Weak adaptability of use - Important technical expenses.

The display proposal for sponge cake:
For the sponge cake campaign, the OOH display is not one of the recommended variants in this situation. However, in order to make a certain selectivity – at least geographical – panels were chosen in the cities where are sales points for this products. The number of billboards suggested for each city took into consideration the number of inhabitants of that city. Other selection criteria can be: - The number of Key Accounts of the producer of this products in that city;
The sales percentage of the sponge cakes range in that city.

C. Press

The press represents an exceptional tool to create the files or the request of the documentation, but also a good direct sale support. It occupies the second rank, after television. The press offers the marketing professionals a high number of segmenting possibilities, analysing the ranking of the periodicals that dedicate most pages to the announcements. 344

Regional daily press is a strong media channel, even if it varies from one region to another.

Strong points:	**Weak points**
- National covering; - Faithful target; - Strongly argumentative.	- Ephemeral message; - Suffocating media channel - Low degree of adaptability and availability

The magazines suggested for the target of the sponge cake campaign
In order to reach the target public of the Sponge cake products, a series of fashionable magazines were suggested, aiming at the public with average and above average incomes. The readers of these magazines are between 25-54 years old and they are interested on topics such as family, health, kitchen, carrier, children, medicine, beauty.

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343 Luc Marcenac, Alain Milon, Serge- Henri Saint- Michel- „Advertising strategies: from the marketing study to the choise of the various media" (ro. orig. „Strategii publicitare: de la studiul de marketing la alegerea diferitelor media"), Polirom Publishing House, Collegium Collection, 2006
344 Sasu, D. V.- Strategic marketing" (ro. orig. „Marketing strategic"), Printing House of the Oradea University, Oradea, 2008

Briefly, the proposal for this range of products, can be divided in three categories: fashionable magazines, culinary magazines and magazines aim at fresh moms.

1. *Lumea Femeilor*- ½ page in the „Culinary" section starting with the second half of the month of February until the first half of the month of April. In total: 5 apparitions.

3. *Ioana*- ½ page in the section „Kitchen secrets" starting with the second half of the month of February until the first half of the month of April. In total: 5 apparitions.

4. *Practic în bucătărie- magazine with an impressive number of readers per edition: 160.000 people. Proposal:* one page in the months of February, March and April (presentation of recipe) in the section: „Recipes for the Sunday in my family*".*

5. Cărticica Practică- *special Easter supplement of the magazine „Practic în bucătărie";*

6. Baby- Cover 3 in the months February, March, April**.**

7. mami- ½ page in the months of February, March and April in the section "Mommy recipes".

D. On-line promotion

Considering the exponential growth of the on-line promotion, it could not miss from an advertising agency's proposal. All the more that, as we have already seen, a big part of the campaign's target was identified with the help of the on-line forums and magazines. Therefore, the most read on-line magazine of our target proved to be:

www.reteteculinare.ro - **Leaderboard: at least 3000 displays/day** + Advertorial

Obviously, for this presentation, it is also important to realise a site of products presentation that offers a direct link on the banners on the site.

4.CONCLUSIONS

The Campaign „Sponge Cake, for the cake that is always a success !" led to the increase in popularity of this brand and especially the „sponge cake products", as well as to the increase of sales of the products during the campaign. These favourable results obtained after the implementation of the campaign at national level for two months were due to the declination of a well-conceived advertising concept on the target aimed by the product.

According to a popular saying" „One flower doesn't bring the spring", in the same way we can say that in marketing „one campaign doesn't make brand awareness!". After the end of the campaign, a drop in the sales could be observed and also a decrease of the traffic on the site.

Therefore, from a promotion campaign of a brand or range of products there is a long way until its transformation in a brand or even in a "love mark" for the client!

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