

Advertising & Unit 09: Media Planning

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Published 2014

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1. Unit 09: Media Planning

4. Chapter: Unit 09: Media Planning

1. Unit 09: Media Planning Questions

4.1.1. A company that sells flower seeds is evaluating its media plan. One...

Author: Melinda Salzer

A company that sells flower seeds is evaluating its media plan. One of the planners has determined that magazine ads, although expensive, might be extremely effective in helping the company reach its sales goals. Why is this a good idea?

Please choose only one answer:

- Because magazines can be targeted to people interested in gardening
- Because magazines can reach a national audience
- Because magazines may be passed from one reader to another, resulting in multiple impressions per copy
- Because the visual quality of magazines is high, creating a more favorable impression
- All of the above

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4.1.2. How can a company increase the impact of its social media efforts w...

Author: Melinda Salzer

How can a company increase the impact of its social media efforts when using print ads?

Please choose only one answer:

- Print ads should not be a part of a social media campaign.
- Leave out a "call to action," forcing consumers to look at the other advertising vehicles that the company is using.
- Include exclusive offers for the company's Twitter and Facebook followers.
- Use only one social media vehicle for maximum effectiveness.
- Make sure that the company eliminates any references to traditional advertising media.

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Question: [How can a company increase the impact of Melinda Salzer @Berkeley](#)

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4.1.3. How can a company integrate its advertising messages with social me...

Author: Melinda Salzer

How can a company integrate its advertising messages with social media?

Please choose only one answer:

- Eliminate traditional advertising methods, forcing consumers to focus on your social media efforts.
- Insert a "call to action" in advertising messages, directing viewers to follow the company on social media sites.
- Use only radio advertising to promote social media activities.
- Use only outdoor advertising to promote social media activities.
- None of the above

Check the answer of this question online at QuizOver.com:

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4.1.4. Interactive media trends continue to have an impact on the methods ...

Author: Melinda Salzer

Interactive media trends continue to have an impact on the methods companies use in their media planning strategies. Those in the advertising and marketing industries must expect to make changes to their business models. Why?

Please choose only one answer:

- While marketing budgets may stay the same, advertising budgets will decline.
- Traditional agencies that cannot adapt will be forced to close their doors.
- Media budget shifts will force publishers to look at their audiences in new and contemporary ways.
- Search engines will need to partner in order to gain access to all consumers in more efficient ways.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Interactive media trends continue to have Melinda Salzer @Berkeley](#)

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4.1.5. Social media such as Facebook and Twitter have proven to be valuabl...

Author: Melinda Salzer

Social media such as Facebook and Twitter have proven to be valuable marketing tools. Does CRM, used for traditional media, have any value in this new arena?

Please choose only one answer:

- No. CRM can only provide valuable information for traditional television advertising efforts.
- No. CRM can only provide results when conducting Direct Mail campaigns.
- No. CRM can provide valuable information, but there is no effective way of integrating it with social media data.
- Yes. The technology exists, and marketers need to use this technology to analyze the data.
- No. There are no effective ways to address the privacy issue on social media.

Check the answer of this question online at QuizOver.com:

Question: [Social media such as Facebook and Twitter Melinda Salzer @Berkeley](#)

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4.1.6. The head of your company has been in his position for 40 years. He ...

Author: Melinda Salzer

The head of your company has been in his position for 40 years. He is comfortable with traditional advertising methods and resists taking on a social media presence. Which of the following benefits might persuade him to embrace social media activities?

Please choose only one answer:

- Social media allows customers to interact with the company.
- Social media enables companies to connect with consumers through several channels.
- A combined effort of traditional and social media methods have shown to lead to successful brand awareness.
- A combined effort of traditional and social media methods increases the impact of the advertising message.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [The head of your company has been in his Melinda Salzer @Berkeley](#)

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4.1.7. The supermarket industry traditionally has very low profit margins....

Author: Melinda Salzer

The supermarket industry traditionally has very low profit margins. The local supermarket you own has competition from several major supermarket chains. You are looking at ways to take advantage of new, low-cost media options. Which of the following might be an effective method of generating immediate sales?

Please choose only one answer:

- Place coupons on the store's website.
- Increase your budget for search ads.
- Create an online ad to run on food-related websites.
- Use mobile couponing and other phone technology to offer coupons and discounts.
- Use product placement ads.

Check the answer of this question online at QuizOver.com:

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4.1.8. What has had the most significant impact on the decline of newspaper...

Author: Melinda Salzer

What has had the most significant impact on the decline of newspaper readership?

Please choose only one answer:

- People no longer like to get their news from a printed source.
- Advertisers do not feel that print advertising is effective.
- Existing readers are declining, and younger readers are getting their news from Internet sources.
- Newspapers do not allow advertisers to target a specific demographic.
- Print is ineffective in communicating complex products.

Check the answer of this question online at QuizOver.com:

Question: [What has had the most significant impact Melinda Salzer @Berkeley](#)

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4.1.9. What is one of the reasons interactive marketing tools have grown i...

Author: Melinda Salzer

What is one of the reasons interactive marketing tools have grown in popularity?

Please choose only one answer:

- Interactive tools are more measurable.
- Interactive tools are more expensive and provide greater revenue for advertising agencies.
- Not many companies are taking advantage of these tools, making for less competition.
- It enables companies to spend less time on strategic planning.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is one of the reasons interactive Melinda Salzer @Berkeley Advertising](#)

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4.1.10. What is the first step in developing an effective media plan?

Author: Melinda Salzer

What is the first step in developing an effective media plan?

Please choose only one answer:

- Identifying media objectives
- Determining which media vehicles will be used
- Developing the media budget
- Identifying the reach and frequency
- Assessing the plan's share of voice

Check the answer of this question online at QuizOver.com:

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4.1.11. What is the purpose and value of measuring media coverage?

Author: Melinda Salzer

What is the purpose and value of measuring media coverage?

Please choose only one answer:

- To confirm that your advertisements actually appeared
- To provide support for future advertising budget requests
- To measure business outcomes
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the purpose and value of measuring Melinda Salzer @Berkeley](#)

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4.1.12. When evaluating the cost effectiveness of one media vehicle compare...

Author: Melinda Salzer

When evaluating the cost effectiveness of one media vehicle compared to another, planners use which of the following measures?

Please choose only one answer:

- Gross rating points
- Cost per thousand
- Reach
- Frequency
- Market coverage

Check the answer of this question online at QuizOver.com:

Question: [When evaluating the cost effectiveness of Melinda Salzer @Berkeley](#)

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4.1.13. Which advertising vehicle is most effective when trying to reach co...

Author: Melinda Salzer

Which advertising vehicle is most effective when trying to reach consumers nationwide?

Please choose only one answer:

- Newspapers
- Direct mail
- Radio
- Television
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which advertising vehicle is most effective Melinda @Berkeley Promotion](#)

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4.1.14. Which of the following describes the purpose of a media plan?

Author: Melinda Salzer

Which of the following describes the purpose of a media plan?

Please choose only one answer:

- To decide which media vehicles to use
- To decide when to use various media vehicles
- To decide where to use various media vehicles
- To devise a media strategy that will meet message objectives
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following describes the Melinda Salzer @Berkeley Advertising](#)

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4.1.15. Why is it imperative for companies to use social media advertising ...

Author: Melinda Salzer

Why is it imperative for companies to use social media advertising opportunities?

Please choose only one answer:

- It is not necessary for companies to take advantage of social media in order to stay current.
- This is the only way that consumers are currently getting their information.
- Only social media will give consumers a total advertising experience.
- 88% of companies are expected to be using social media, and companies must enter this arena in order to remain competitive.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Why is it imperative for companies to use Melinda Salzer @Berkeley](#)

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4.1.16. Your advertising agency is putting together the media plan for one ...

Author: Melinda Salzer

Your advertising agency is putting together the media plan for one of your clients who sells surfboards. The client is located in southern California. Your agency has suggested that the advertising be planned according to a flight scheduling pattern. Is this an effective strategy for this client?

Please choose only one answer:

- Yes, because a flight pattern will enable the company to advertise during the summer months.
- Yes, because a flight pattern should be used at all times for companies in this industry.
- No, because this client would be better served by using a continuity pattern.
- No, because flight scheduling will not enable the company to use longer length commercials.
- No, because flight scheduling will not allow for varied media to be used.

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Question: [Your advertising agency is putting together Melinda @Berkeley Promotion](#)

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4.1.17. Your company sells backpacks and other accessories to college stude...

Author: Melinda Salzer

Your company sells backpacks and other accessories to college students. In evaluating various media outlets, advertising on network television continues to come up in the discussions. Your budget is limited, and you feel that network TV can produce sales results. Your media planner does not feel that this is an effective way of spending the company's advertising dollars. Why wouldn't this media vehicle be the most cost effective for your company?

Please choose only one answer:

- Younger consumers are spending less time watching television.
- In general, consumers are spending less time watching television commercials.
- Because more people are watching cable television, the number of network TV viewers has declined.
- Network television is very expensive and may not produce a satisfactory reach for your target market.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Your company sells backpacks and other Melinda Salzer @Berkeley Advertising](#)

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4.1.18. Your new scooter is the ideal item for business city dwellers to ma...

Author: Melinda Salzer

Your new scooter is the ideal item for business city dwellers to make their way around the city. Your advertising campaign efforts are being evaluated. Which of the following traditional media outlets will likely provide your company with the most exposure for your product among your target market in these geographic areas?

Please choose only one answer:

- Television
- Out-of-Home
- Radio
- Newspapers
- Magazines

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4.1.19. Your television campaign has been running for 5 weeks. All of your ...

Author: Melinda Salzer

Your television campaign has been running for 5 weeks. All of your commercials have been 30 seconds long. What method should you use to evaluate your media value and audience estimates?

Please choose only one answer:

- You should use the same method as for radio except substitute 30 second increments for 60 second increments.
- You should use the PRtrak conversion method.
- You should use the Ad Value Equivalency method.
- You should use the Article Counts method.
- You should use the Content Analysis method.

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4.1.20. Your toy store client has been in business for over 50 years. The c...

Author: Melinda Salzer

Your toy store client has been in business for over 50 years. The company has consistently used a traditional media mix for their media plans. The company insists that you take the same approach in the plan you are currently developing for it. Is this a sound strategy?

Please choose only one answer:

- Yes, because this approach has been effective in the past and should be expected to do the same in the future.
- No, because a traditional media mix is ineffective.
- No, because only one media vehicle should be selected for maximum effectiveness.
- No, a multiplatform approach should be used, which will take advantage of new media and increase effectiveness of the campaign.
- No, because this diverse mix will confuse consumers.

Check the answer of this question online at QuizOver.com:

Question: [Your toy store client has been in business Melinda Salzer @Berkeley](#)

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