

COM 443

Mid-Term Paper Part 1

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Advertising with the Internet and Social Media has made an impact recently. Many people rarely read print or watch TV any more. They consume information and entertainment on their phones and their computers – that’s the way I am. Media planning has also made an impact as well as it “has become more complex due to the increasing number of channels, fragmentation of consumers and data integration opportunities.”<sup>[4]</sup> This fragmentation also presents an opportunity to fine tune advertising to reach a more precise audience. Media planners are also “racing to try to understand the implications”<sup>[1]</sup> of the “new media landscape for advertising and marketing communication.”<sup>[1]</sup>

With the Internet and social media, the target marketing and media planning process are basically the same. For example, if I had two brands like Oxi-Clean and Proactiv Solution as clients, which are both products for cleaning but for cleaning different things, I would start spreading word about them throughout the media and tell my audience how they worked for me. They are both visual products where testimonials and before and after pictures will be effective.

For the target audience for Oxi-Clean, it is mainly to target “middle-aged women who have kids.”<sup>[2]</sup> They advertise on amazon.com, YouTube, and the webpage, [www.webpoisoncontrol.org/safe-cleaning](http://www.webpoisoncontrol.org/safe-cleaning). The target market I recommend for Oxi-Clean, is to show that it’s for anyone of any gender and age who want to keep their laundry clean and tidy all the time, no matter if they have kids or not. I have been very drawn to Oxi-Clean, based on Billy Mays, a deceased advertiser that I grew fond of after I graduated from grade school. I saw his ads on several TV channels and started getting the products he was advertising. The way he sounded was what persuaded me to get those products. So, I disagree with the target market targeting just middle-aged mothers. I think that college students who care about their laundry should use Oxi-Clean. The best way to reach them is to advertise on Google AdWords using image ads targeting search terms with brand names like Oxi-Clean and Arm and Hammer, and cleaning terms like clean laundry and how to get my wash cleaner or ads about the product on Facebook and Instagram targeting clean college students who care about cleanliness. I recommend that they get a new charismatic spokesperson who people will remember who demonstrates how well Oxi-Clean works. Their ads now lack personality. Recommended budget allocation: 25% TV, 25% Google AdWords, 25% Facebook, and 25% Instagram where they target clean middle-aged women and college students.

The primary target market for Proactiv Solution is people “between the ages of 24 and 65.”<sup>[3]</sup> The secondary target market is “females between the ages of 18 and 30, at both secondary and post-secondary education levels.”<sup>[3]</sup> I was drawn to Proactiv at the beginning of my teen years when I saw the ad for it on several TV channels around the same time I was

seeing ads for Oxi-Clean. The way they were showing before-and-after pictures and how a person described how Proactiv worked for him, persuaded me to buy the product. I disagree with both the primary and secondary target markets because it should also be for teenagers under 18. I started using Proactiv when I was 13 years old and it helped my acne problems. I may also want them to target people that may fall victim to poison ivy because I tried it on my mom when she had poison ivy and it worked as well. The media that I recommend Proactiv to use is Facebook, Instagram, YouTube, and many websites that show ads via Google AdSense. Ads should target people with acne and poison ivy. Recommended budget allocation: 50% YouTube, 40% Facebook, 5% Instagram, and 5% Google AdSense. I think this target market watches a lot of YouTube and will be influenced by ads at the beginning of a video.

#### Sources:

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