

NEWSPAPERS WORK

NEWSPAPERS WITH RADIO



Strengths of Radio

- Delivers a targeted audience with a high level of frequency
- Creates sense of urgency and excitement for events and sales
- Production is relatively inexpensive
- Strong medium with younger demographics

Weaknesses of Radio

- Low reach per station
- Cannot show the advertised product or service (no visual)
- Fleeting messages – cannot give complete details or multiple items per ad
- Easy to avoid the ads

When to use Radio

- To build frequency against a targeted audience
- To deliver a local message

When to use Newspapers and Radio

- **Local** – Newspapers and radio are strong local media that create an impactful presence in the community when used together.
- **Visual required** – Newspapers can reinforce the brand name, deliver a compelling visual (e.g. mouth-watering food for a restaurant), provide a map or offer a coupon. Radio can provide selling points verbally.
- **Detailed information** – Newspapers can provide the detail while radio can present a sound bite.
- **Reach and frequency** – Radio and newspaper together provide broader reach and allow for frequency to be maximized.

Case Study: MasterCard PayPass

Summers are precious to Canadians. MasterCard decided to leverage this insight in a fun way to highlight their PayPass. The PayPass simplifies credit card payment as users tap their card (on a specially designed machine) and go – no signature or scanning required. It allows Canadians to enjoy every spare second of the summer.

To bring this idea to life newspapers and radio were leveraged along with targeted outdoor and online. Newspapers across Canada ran MasterCard PayPass ads that featured word searches, crosswords and Sudoku puzzles every long weekend of the summer. The radio ads had a man sitting around a campfire singing a song dedicated to marshmallows. The advertising was designed to suit the medium – newspapers and puzzles, radio and music. This campaign effectively and creatively delivered the message.