

Time To Rethink Your Media Mix?

By Terri A. Whitesel
Chief Translator
Interpret-Her™

Its budget time again, that dreaded time of the year when you are asked to plan for next years marketing expenditures. So you pull up last years media spending, you look at all those familiar newspapers, magazines and broadcast outlets, the one's you have gotten to know over the years. You "mark-up" the cost to cover inflation and place your estimate in the spreadsheet that the Finance department has sent to you. To be sure, you've added in some extra money for the new product and services your company is planning to launch and identified some new print options to consider, but how are you going to allocate your dollars to best reach one of your key target markets—women?

Let's travel back in media history for just a minute, to the days when you could spend dollars on the big three, NBC, CBS and ABC and reach 80% of your market. In the past, the holy grail of marketing was to spend an ad dollar and get 7 dollars in return. It was all about driving demand.

We all know that those days are gone. The Internet explosion, the proliferation of cable TV for every conceivable area of interest, the ability to view programming on demand, radio programming which speaks to her personal life stage and style, wireless and internet radio all fragment the market as never before. This fragmentation is a media planner's and marketer's nightmare, an advertiser's nemesis and the female consumer's greatest delight!

So what has this all got to do with women and your media planning dollars? Depending on what you are selling – a lot!

Consider the following facts:

- In the US, for the first time in the history of the Internet, women are outnumbering men in Internet usage. 1
- 63% of all women in the US are online and the number will increase to 70% by 2006 2
- More than 60% of working women recommend using online advertising to reach them compared to 41% who recommend using TV ads 3
- Almost 50% listen to the radio for more than an hour a day 4
- According to a study, 70% of working women stated that they would be unlikely to remove the Internet or radio from their routines when looking to save time, BUT more than half would halt TV, newspaper and magazine consumption. 5
- Additionally, half have increased their use of the Internet recently, while 25 % have decreased their usage of other media. 6
- Female internet usage ranked just behind time spent with family – 3.3 hours versus 4 hours 7

So what is driving this change? In one simple word – TIME. In their busy world, full time moms and working women, multi-task their media of choice with the click of the mouse and push of the button. And the winner for helping to save time is the Internet with radio a close second. Women rely on the Internet to manage their finances, plan their travel, coordinate their personal lives and of course, keep in touch with family and friends.

Radio keeps her company while driving to and from work, while taking her children to soccer practice, social events and running errands - she is tuned in and connected to programming that speaks to her work, family, personal and social needs.

So the next time you pull up that time-honored list of media outlets ask yourself or your media planner – how do I best reach today's busy female consumer?

- 1- Digital Divide Network – 3/21/04
- 2- Media Post – 3/30/04
- 3- WashingtonPost. Newsweek Interactive 3/04
- 4,5,6- Nielsen/NetRatings/washingtonpost.com study 2004
- 7 - Yahoo! Inc and Starcom Media Vest Group study – 5/04



*Translating her mindshare
into your marketshare*

www.interpret-her.com