

TV, Radio and Newspaper Communication

Analysis

The subject under analysis is a new retail chain selling truck spares named “Texas Trucks”. The corresponding sales in Texas grew well and the company was satisfied with the growth.

However, their business was confined to the Houston area. They were then aiming at expanding into other towns and cities throughout Texas. Their planning was well advanced, and they had to decide on the best way to advertise and spread the news of their product and services.

Advertising was considered key to their success. Capital outlay on premises, staff, product training, and stock had to be recovered as fast as possible by sales.

Outcomes of analysis

The product is one that appeals to a limited consumer base. The problem was to decide what kind of advertising content should be used by “Texas Trucks”, and what advertising media should be used. Our goal was to reach as many potential consumers with the most effective content that would appeal to them. As there are various media such as TV, Radio, and Newsprint, “Texas Trucks” had to decide what to do. They had 3 primary options, TV with its powerful graphics, radio with its easy penetration, or newsprint with its ability to carry picture adverts, and articles. The other parameter was cost. The “Texas Trucks” wanted every advertising dollar to be spent in order to bring in maximum sales and return on investment. Each media representative emphasized their particular benefits, and each had powerful arguments and statistics to back their position up. The company had one main problem, they needed to generate instant, simultaneous sales and profits in the shortest time possible. They did not have time to slowly penetrate the market. Texas has 26 million inhabitants.¹

¹ Texas QuickFacts from the U.S. Census, March, 27, 2014. State & County QuickFacts. Web. <http://quickfacts.census.gov/qfd/states/48000.html>

Proposed Solution

After discussion of advantages and disadvantages of each media, the 3-prong strategy was decided upon, extending the immediate need.

1. The company should adopt a plan that would be both able to achieve their immediate blanket impact and provide for future sustainable growth at the same time.

2. They were to be selective about which media would reach the most truckers, the easiest and quickest. This was quickly identified as radio. Texas is the second largest state regarding population and size. Television would saturate the cities and towns with powerful visual presentations coupled with vocal reasons and motivations. However, it was pointed out that the target market generally would not see it. As truckers, they would be "on the road" not watching TV. Therefore, TV in general was set aside. The need to try and get interviews in trucking related programs for future growth was noted.

Next, the print media was analyzed. This reached a wide audience, with some papers and magazines more likely to penetrate the trucking community. Unlike TV, print remains sending out its message for days after it is printed. This was rejected for mass launch. Truckers drivers, as a rule, spend not much time reading. However, this was incorporated for long-term penetration.

3. The decision was made to saturate the radio stations with adverts. Most truckers had radios in their vehicles, and listened to it. Therefore, if the ads were on radio stations, truckers could be simultaneously blitzed across the whole state. Later, the TV programs were selected, and the specialized trucker magazines would provide the corresponding long-term penetration in to it.

Reference List:

Texas Quick Facts from the U.S. Census, March, 27, 2014. State & County Quick Facts. Web.
<http://quickfacts.census.gov/qfd/states/48000.html>