



Eficiența canalelor de comunicare
Alexandru Ticaloiu

Sumar

- **ATL, BTL si TTL**
- **Presa scrisa - a murit oare tiparul?**
- **Radio - sunt oamenii cu adevarat atenti?**
- **Outdoor & indoor – sunt oare doar canale de comunicare suport?**
- **TV – chiar schimba publicul canalul in pauza publicitara?**
- **Online – cat este de utila promovarea online si cat de mult deranjeaza?**
- **Publicitatea neconventionala – doar o cale de a obtine premii pentru agentii?**
- **BTL – promotiile, samplingurile, tasting-urile chiar aduc clienti?**
- **Marketingul direct – cat de mult poti vinde?**
- **Augmented reality!**

ATL si BTL

| ATL | BTL |
|---|--|
| Audiente largi | Indivizi cu nevoi si preferinte specifice |
| Genereaza NOTORIETATE | Genereaza VANZARI |
| Evaluare dificila prin research calitativ si cantitativ | Evaluare usoara prin cresterea vanzarilor |
| Durata medie si lunga, efecte in timp | Durata scurta, efecte imediate |
| Efectele dureaza | Efectele dispar rapid |
| TV, radio, presa, online, OOH | Promotii, caravane, direct mail/email |
| | Cupoane, discounturi, cadouri la cumparare, concursuri cu premii, evenimente |



TTL

TTL

Social media, evenimente – ce pot ingloba atat elemente ATL cat si BTL

Presca scrisa

Print vs. Online Ad Revenue

In Millions of Dollars

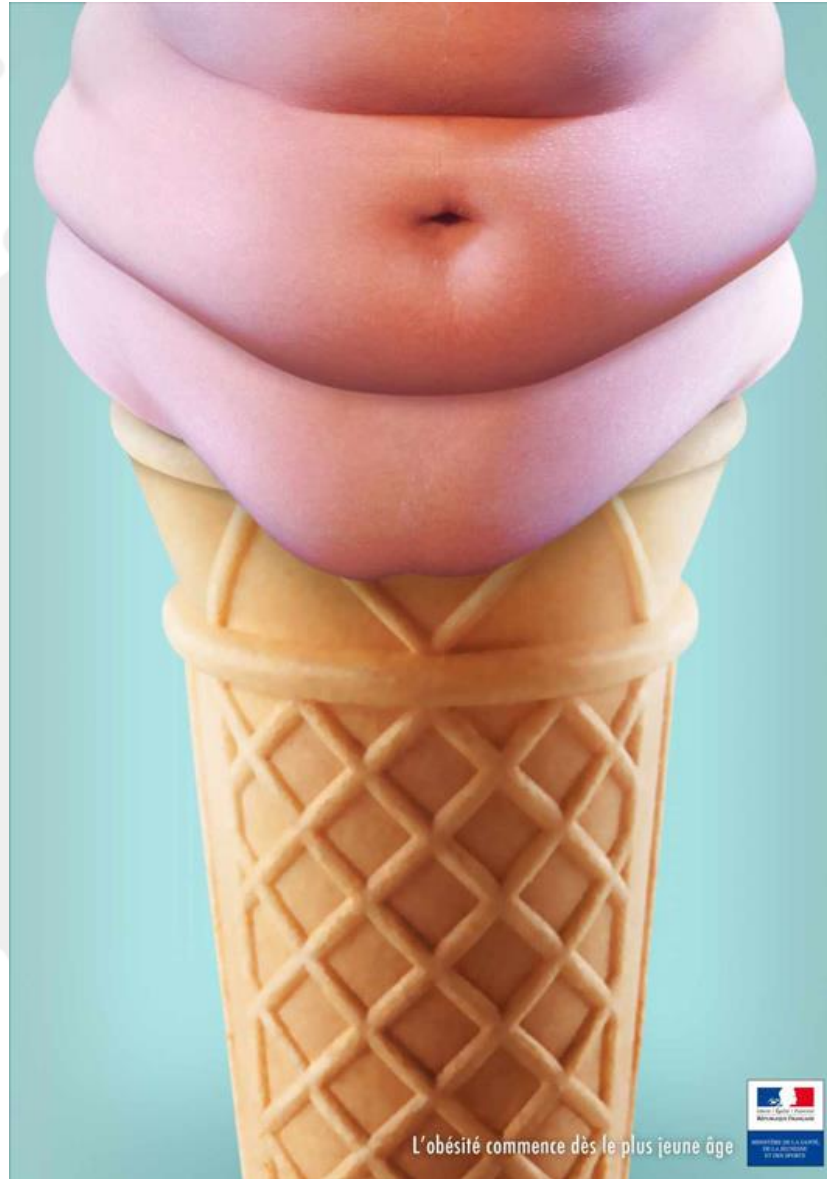
| | Print | Online | Total |
|------|----------|---------|----------|
| 2003 | \$44,939 | \$1,216 | \$46,155 |
| 2004 | 46,703 | 1,541 | 48,244 |
| 2005 | 47,408 | 2,027 | 49,435 |
| 2006 | 46,611 | 2,664 | 49,275 |
| 2007 | 42,209 | 3,166 | 45,375 |
| 2008 | 34,740 | 3,109 | 37,848 |
| 2009 | 24,821 | 2,743 | 27,564 |
| 2010 | 22,795 | 3,042 | 25,838 |
| 2011 | 20,692 | 3,249 | 23,941 |
| 2012 | 18,931 | 3,370 | 22,314 |

Source: Newspaper Association of America

PEW RESEARCH CENTER

2013 STATE OF THE NEWS MEDIA






L'obésité commence dès le plus jeune âge



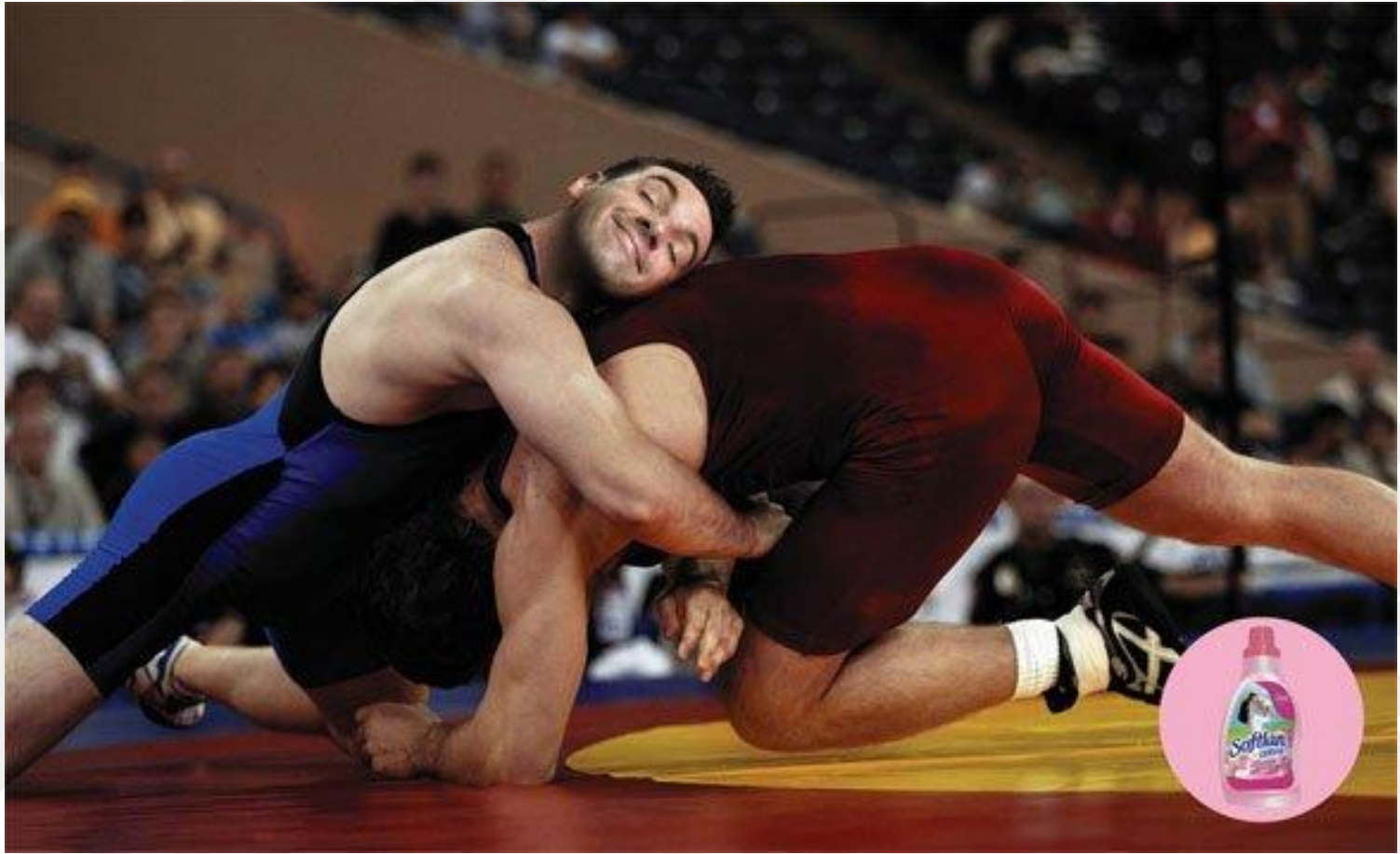
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ingle ells.

The holidays aren't the same without 

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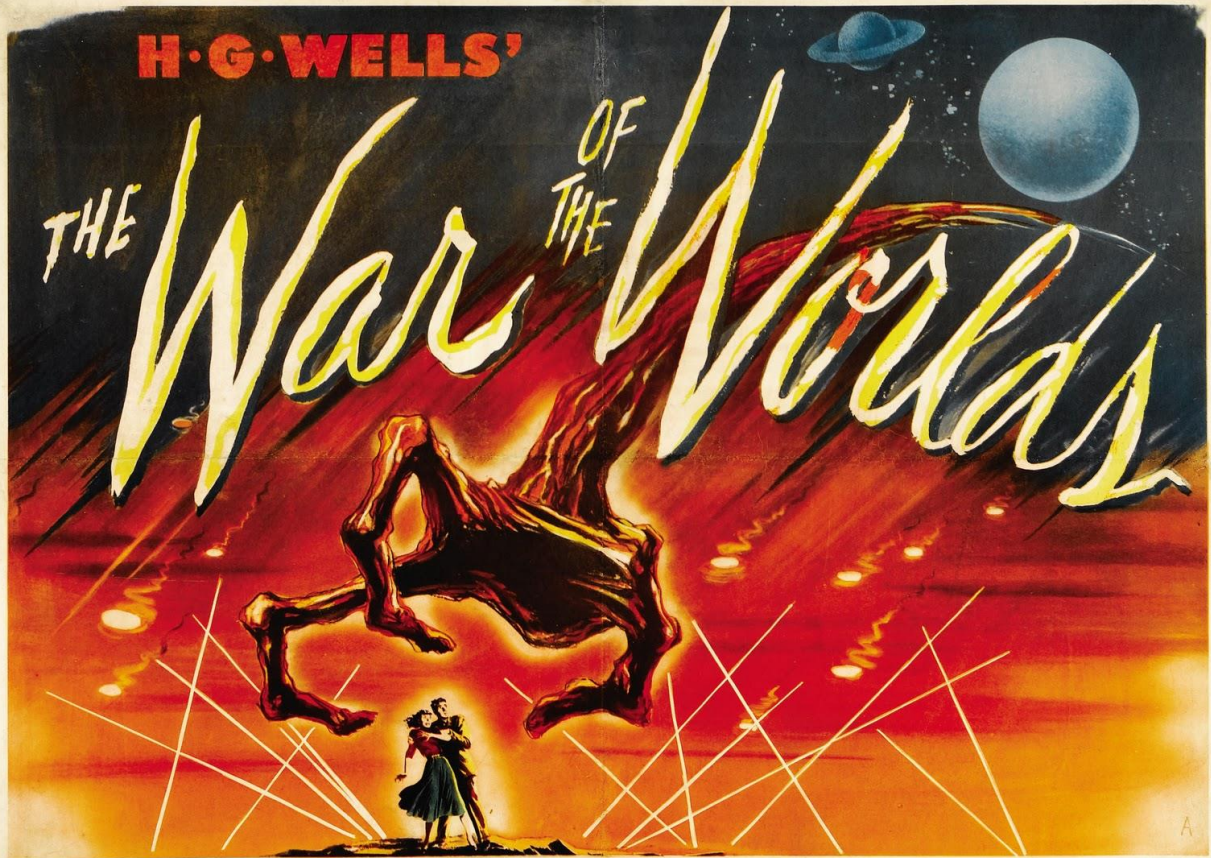
Feeding your cat's instincts 



Radio







H.G. WELLS'

THE War OF THE Worlds

COLOR BY TECHNICOLOR PRODUCED BY **GEORGE PAL · BYRON HASKIN · BARRE LYNDON** DIRECTED BY **GEORGE PAL · BYRON HASKIN · BARRE LYNDON** SCREEN PLAY BY **BARRE LYNDON** **A PARAMOUNT PICTURE**

Copyright 1953 Paramount Pictures, Corporation, Country of Origin U.S.A. A

Always get paid subscription
for September annual
Daily—\$1,000,000
Sunday—\$3,150,000

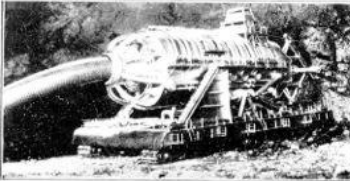
FAKE RADIO 'WAR' STIRS TERROR THROUGH U.S.

Story on Page 2



"War" Victim

Caroline Canton, WPA actress, listening to this radio in West 47th St., heard announcement of "onake in Times Square." Running to street, she fell, broke her arm.



"I Didn't Know". Orson Welles, after broadcast expresses amazement at public reaction. He adapted H. G. Wells' "War of the Worlds" for radio and played principal role. Left: a machine conceived for another H. G. Wells story. Dramatic description of landing of weird "machine from Mars" started last night's panic.

—Story on page 2

The New York Times.

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NEW YORK, MONDAY, OCTOBER 31, 1938.

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The Times.
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Peru, in De-
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MEAD STANDS PAT AS A NEW DEALER IN BID FOR SENATE

Democratic Candidate Opposes
Any Except Minor Changes in
Labor and Security Laws

UPHOLDS THEORY OF TVA

Radio Listeners in Panic, Taking War Drama as Fact

Many Flee Homes to Escape 'Gas Raid From
Mars'—Phone Calls Swamp Police at
Broadcast of Wells Fantasy

A wave of mass hysteria seized
thousands of radio listeners
throughout the nation between 8:15
and 9:30 o'clock last night when a
broadcast of a dramatization of

and radio stations here and in other
cities of the United States and Can-
ada seeking advice on protective
measures against the raids.

The program was produced by Mr.
Wells and the Mercury Theatre on

OUSTED JEWS FIND REFUGE IN POLAND AFTER BORDER STAY

Exiles Go to Relatives' Homes
or to Camps Maintained by
Distribution Committee

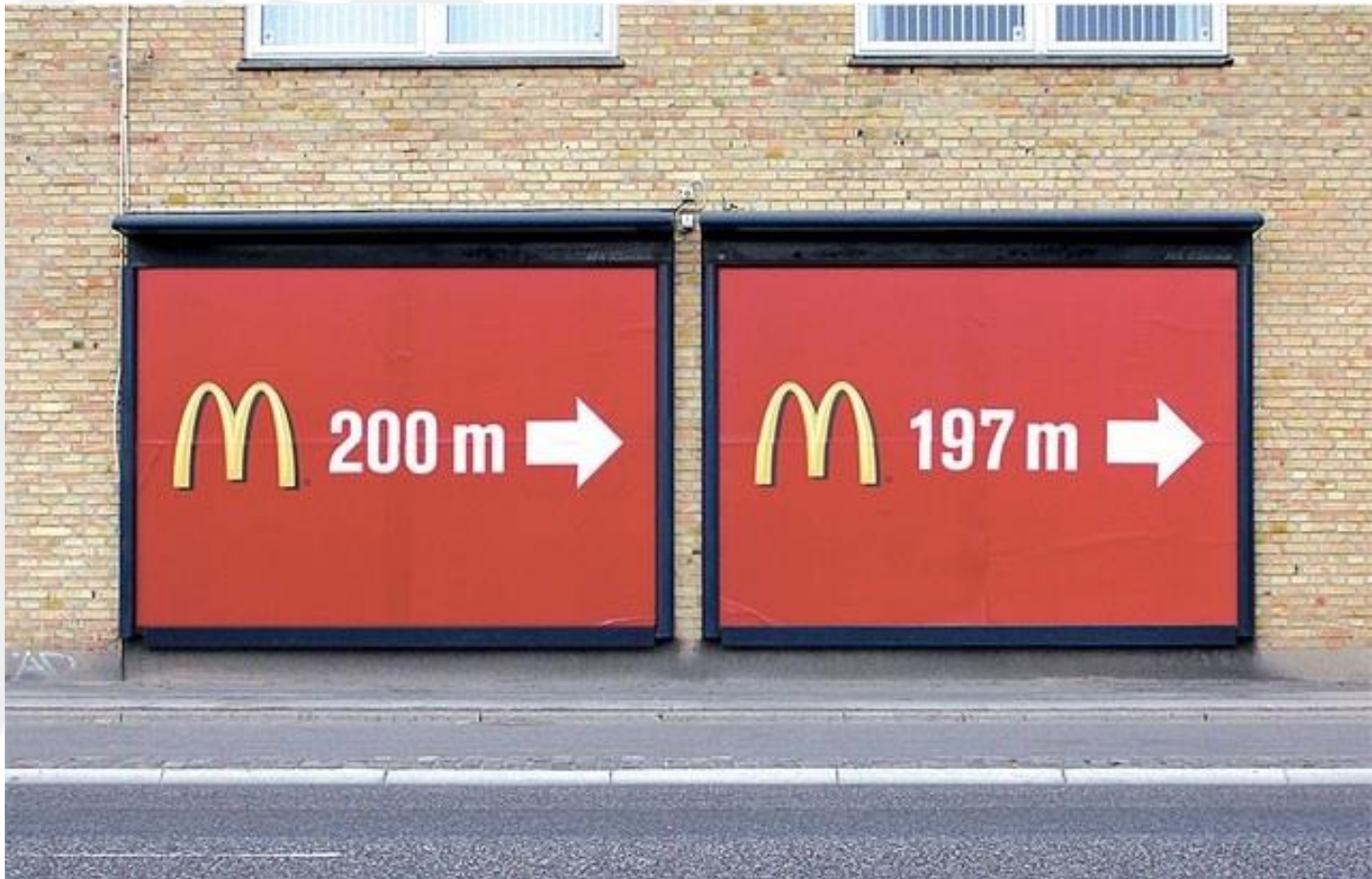
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Outdoor



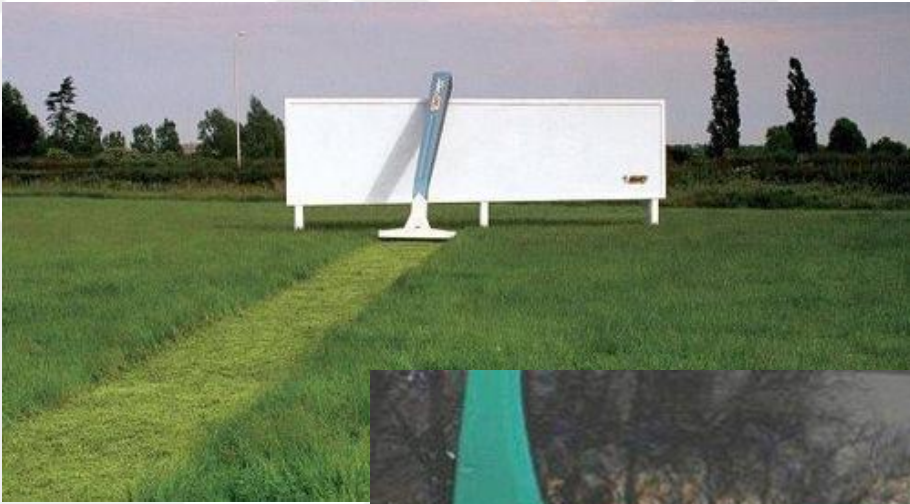














TV

| Schimbare canal | Inainte de pauza | In timpul pauzei | Dupa pauza |
|-----------------|------------------|------------------|------------|
| | 11% | 14% | 13% |

| Parasirea camerei | Inainte de pauza | In timpul pauzei | Dupa pauza |
|-------------------|------------------|------------------|------------|
| | 19% | 20% | 21% |

86% se uita la pauza publicitara

Ne uitam zilnic la 26 pauze publicitare

Vedem 73 minute reclame TV pe zi

55% din timp ne uitam doar la TV, fara extra activitati

45% ne uitam la TV in timp ce avem grija de altcineva sau facem mancare

TV

<https://www.youtube.com/watch?v=bxjb2UJZ-5I> – Fizz

<https://www.youtube.com/watch?v=ve4M4UsJQo> – Cog

<https://www.youtube.com/watch?v=gmOTpIVxji8> - Sinking

<https://www.youtube.com/watch?v=SdYXQuspYwA> - Cockatoo

<https://www.youtube.com/watch?v=dcD6JaEArPc> - yaya

Online

| Cele mai detestate reclame online | Motiv |
|-----------------------------------|--|
| Video ads | Se incarca la pornirea paginii si sunt greu de inchis |
| Pop-ups si pop-unders | Trebuie sa le inchizi separat. Unele au sunet si pornesc in background |
| Expanding ads | Acopera toata pagina si sunt greu de inchis |

Online



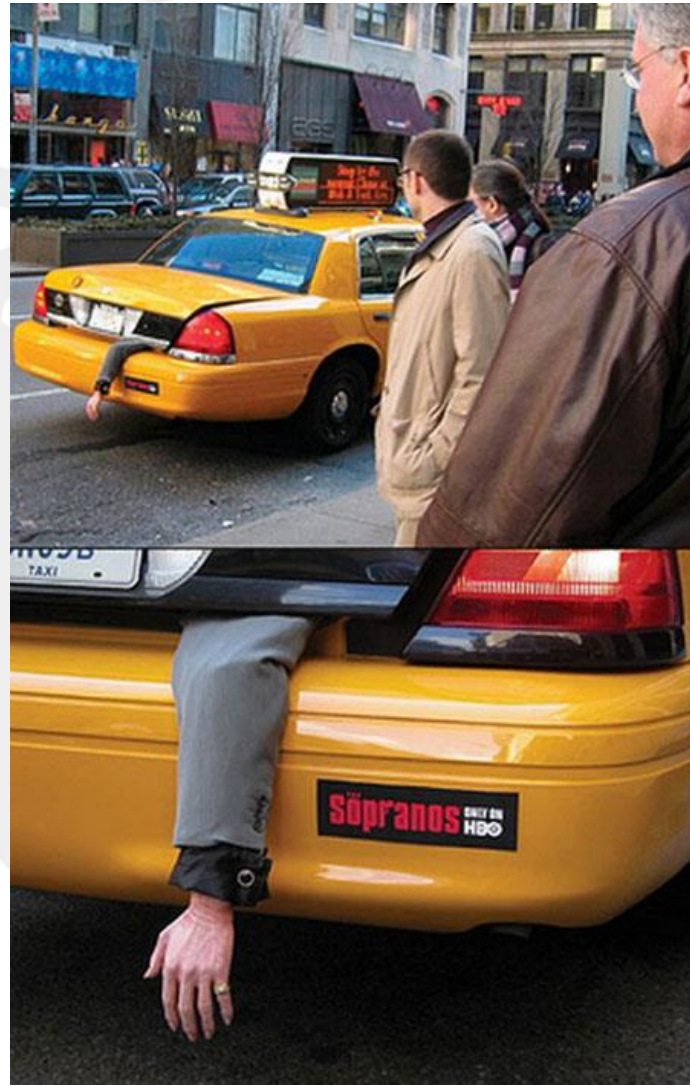
Publicitatea neconventionala











Publicitate neconventionala

<http://www.iqads.ro/creatie/18971/contrex-slimming-doesn-t-have-to-be-boring> slim

<http://www.iqads.ro/creatie/15475/alfa-romeo-there-s-no-getting-away-from-an-offer-like-this> alfa

<https://www.youtube.com/watch?v=RDizOnzajNU> 007

BTL

<https://www.youtube.com/watch?v=F7esRCgjO30> - Scotch



Marketing direct

Direct mail

Telemarketing

Direct response advertising

Online marketing



 BREAKING INTO YOUR APARTMENT
IS EASIER
THAN YOU THINK.

1



2



Brief:
Encourage apartment building residents to hire ADT security and anti-theft systems.

Idea:
To enter in an ingenious way every apartment, with the purpose of showing residents how easy it is to break into their homes.

Execution:
We slid under their front doors a cardboard lined with a set of rubber bands which when released would compress, thus forming a box. In one of it's sides a printed message read: BREAKING INTO YOUR APARTMENT IS EASIER THAN YOU THINK.

Secured by
ADT
MONITORING



Augmented reality

<http://www.iqads.ro/creatie/19403/national-geographic-upc-live-augumented-reality>

NG

<http://www.iqads.ro/creatie/21135/mercedes-benz-augmented-reality-accessories>

Benz

