

Advertising Project: Magazine and Billboard

Matthew C. Mason

Professor Veronica Triplett

University of West Alabama

Abstract

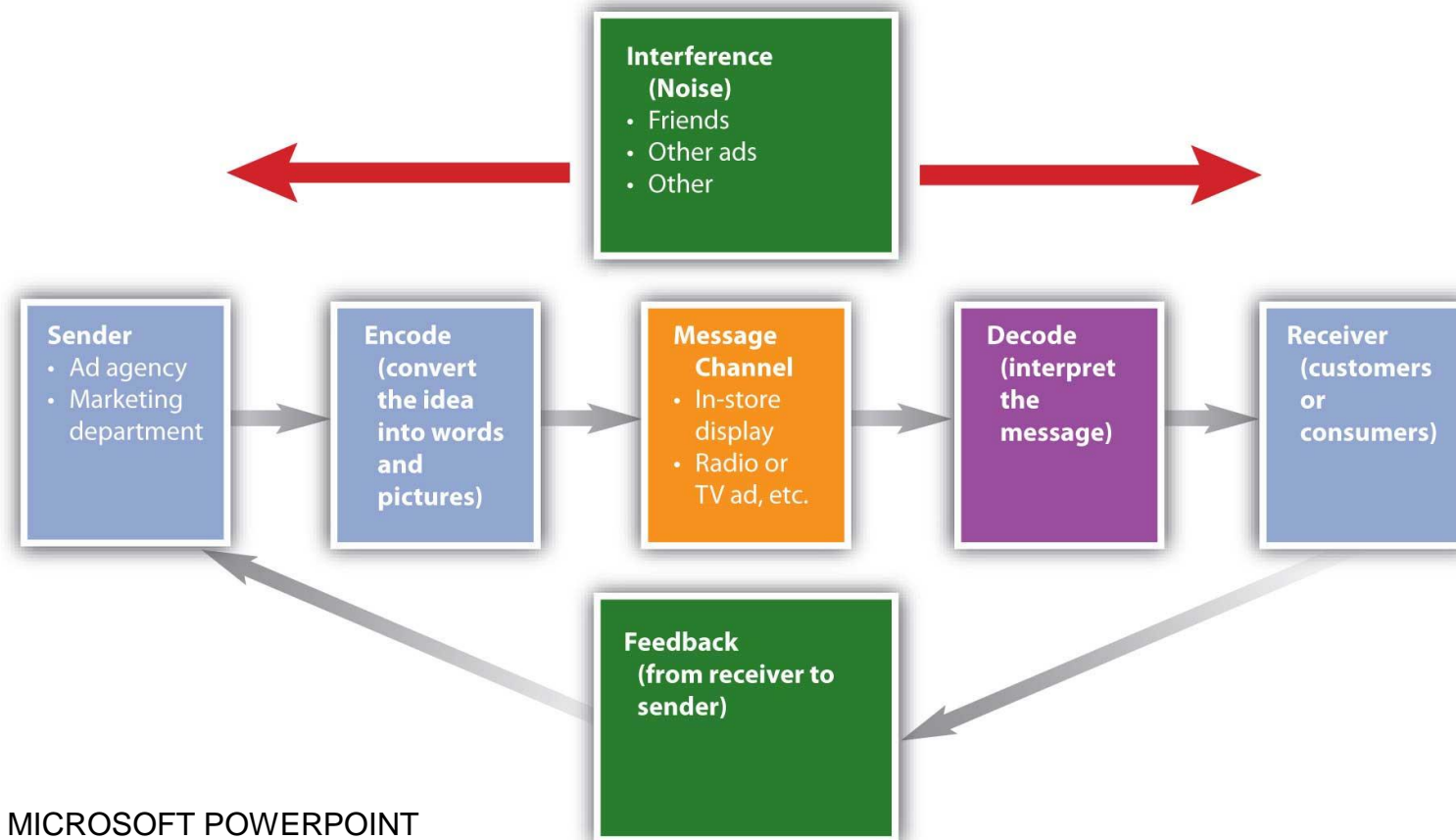
The purpose of this project is to identify, observe, explain, and understand promotional content as it applies to the communication process theory within marketing. In this presentation, the objective is to explore the marketing communication process theory (MCPT), step-by-step, by showing how one business may apply the integrated marketing concept to effectively deliver a promotional message across two common traditional communication channels– (I) magazine and (II) newspaper. These observations will illustrate how a common marketer from each medium may utilize marketing communication process theory (MCPT) to promote their business. This project begins by identifying the sender (business). Next an introduction to the media within the selected medium channel (magazine or newspaper) is provided. After examining the effectiveness of the message (advertisement) as it applies to the marketing communication process theory (MCPT) for the first channel; the process is then replicated for the second communication channel. Each slide provides explanation and justification for the media's use within the media vehicle medium. After both process reviews are complete, I discuss the overall effectiveness, provide brief commentary for improvements, and conclude why or why not the promotion served its purpose.

Keywords: advertisement, audience, audience selectivity, channel, effective media mix, encoding, exposure, feedback, frequency, intensity, long life span, magazine, marketing communication process theory, media, media channel, media vehicle, medium, newspaper, noise, owned media, paid media, product advertisement, promotion, reach, target market

Introduction

Marketing communication process theory describes a particular set of steps that are followed in the transaction of communication for any advertising market message campaign. To begin, marketing communication is defined as the exchange of sending and receiving promotional media information across selected channels between businesses and consumers. This promotional media information is created to inform, persuade, and remind consumers of a product or service in order to influence their opinion or generate a response. Using a promotional mix strategy, media evaluations determine how to best encode and integrate the message to their target market— depending on the selected communication channels. Communication channels may include newspapers, magazines, radio, television, the internet, and outdoor media. While going through these channels, the message being transmitted must transcend and compete with noise. Noise is anything that may interfere, distort, or skew the information. Finally, once the message has been delivered and decoded, a feedback channel is established. Marketers then listen to the market and develop appropriate strategies to adapt existing messages or spot new communication opportunities. This creates a feedback loop, for two-way communication, between the sender and receiver (Lamb, Hair, and McDaniel, 2019). When businesses properly utilize the Integrated Marketing Communications concept, each message within the process should effectively deliver a unique, uniform, cohesive, and consistent message when decoded by the receiver. All of this combined, makes up the marketing communication process theory.

Marketing Communication Process



MICROSOFT POWERPOINT
CREATIVE COMMONS LICENSE

[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

The Sender

First, we'll pre-approach this project by introducing the originator of the marketing message in the communication process—the business. Founded in 1999 in Memphis, TN; Novatech, Inc. is an award-winning technology consulting, Managed IT Solutions and Printer Services provider offering on-site and remote support of network infrastructure and peripherals. Recognized 12 times as one of the fastest growing companies in the United States by Inc. Magazine, Novatech offers free cost analysis so you may easily choose the exact solutions, equipment, and software to meet your needs (Novatech, 2019). Novatech has five locations spanning the southern U.S. region; they are listed as: Meridian, MS; Denham Springs, LA; Nashville, TN (Headquarters); Hattiesburg, MS; Memphis, TN. Their mission is to flourish as a team by delivering caring, efficient service and support to customers and each other. Novatech delivers outstanding equipment and service beyond customer expectations, with the fast on-site service available (Novatech, 2019). By focusing on benefits instead of attributes, Novatech utilizes relationship selling techniques to promote time saving solutions that create a unique selling proposition with a Profit advertising appeal. (Lamb, Hair, & McDaniel, 2019).



Encoding – Magazine Advertisement

Encoding is the conversion of the sender's ideas and thoughts into a message, usually in the form of words or signs. A basic principle of encoding is that what the source says is not what matters, but what the receiver hears (Hair, Lamb, & McDaniel). When the creative team for a marketer encodes a message for mass paid media advertising, it is common practice to follow the first two steps of the AIDA process- *Attention* and *Interest*. As shown here, Novatech gets *attention* by taking advantage of the magazine's color reproductive value. This is accomplished by using bold headlines, bright colors, and detailed imagery. The content of the message creates *interest* by showing a man in a business suit wearing snorkel gear surrounded by office equipment in the ocean. Once the message has been designed to compete with the noise, the goal is to generate a *desire* to take *action*, which are the last two steps in the AIDA process. Here we see Novatech's main call to action is to generate a lead by visiting their website (owned media). From the encoding point of view, this advertisement is very effective at grabbing attention, creating interest, and generating a desire to visit their website.



SPLASH INTO SUMMER

CELEBRATE SUMMER WITH GREAT DEALS ON OFFICE EQUIPMENT!

CONTACT NOVATECH FOR MORE DETAILS

NOVATECH.NET

NOVATECH
THE MANAGED OFFICE EXPERTS.

MANAGED IT • MANAGED PRINT
CYBERSECURITY • CLOUD SOLUTIONS

601.808.0534

f t in y

The Message - Defined

The message is the most important part of an advertising promotion. Each promotional message here can be segmented into at least two parts. When using the integrated marketing concept, the first part can be called the primary message. It is what remains consistent across all mediums. The primary message usually remains static. This includes branding, service listings, product listings, contact information, owned media links, and call to action. It is what the business wants to stick in the minds (product mental space) and remain consistent across each point of contact with the consumer. The secondary message of each advertisement is dynamic and may be dependent on multiple factors depending on the promotional mix and campaign goals. With secondary messages; images, colors, styles, themes, and symbols may change depending on promotional mix internal campaign planning or external situation factors. Each promotional message must also serve one of four tasks: inform, persuade, remind, or connect (Lamb, Hair, & McDaniel, 2019). Then depending on the objective, each message can be categorized by the specific communication task set to be accomplished for a specific period of time and target audience. These categorizations include institutional, product, pioneering, competitive, comparative, and informative. Messages appeal to different audiences based on the goal set by the messenger. These appeals include everything from profit and health to convenience and admiration. Further, there are eleven common executional styles for advertising that any one message can follow when using the AIDA plan. Finally, the effectiveness depends on how these dynamics of the message align with the target market of the promotion. Careful consideration goes into each message to prepare for its journey across the marketing communications process.

The Message - Applied

Once the message has been encoded and defined it is ready to be transmitted through the message channel. Before delivery, marketers look over each item to see how they integrate across multiple channels. In this case, each message will be in different sections of the same channel– the magazine. At a glance, they seem to integrate well. They each have company name and logo, they each have owned media links and icons, and they each promote office equipment. Upon closer inspection, they each seem to be promoting different lines of products. Only the center one has a phone number and all three have a call to action for their website. All three inform and offer sufficient information to connect. Each message in this campaign is in the product advertisement category and effectively promotes Novatech's services.

NOVATECH

- COPIERS & PRINTERS
- OFFICE SUPPLIES
- COMPUTER TECHNOLOGY
- MANAGED PRINT SERVICES

Novatech.net **NOVATECH** f t in

SPLASH INTO SUMMER

CELEBRATE SUMMER WITH GREAT DEALS ON OFFICE EQUIPMENT!
CONTACT NOVATECH FOR MORE DETAILS
NOVATECH.NET

NOVATECH 601.808.0534
MANAGED IT • MANAGED PRINT
CYBERSECURITY • CLOUD SOLUTIONS f t in

SR* THE MANAGED OFFICE EXPERTS.

NOVATECH
THE MANAGED OFFICE EXPERTS

MANAGED PRINT • DOCUMENT SOLUTIONS
MANAGED IT • AWARD-WINNING SERVICE

f t Novatech.net in

Message Channel - Magazine

Meridian Home & Style is a traditional media magazine publication serving the local community of Meridian, Mississippi and surrounding areas of Lauderdale county in east Mississippi and West Alabama. It publishes a new issue every other month, meaning its frequency follows a flighted media schedule. Meridian Home & Style focuses on local businesses, young professionals, and family lifestyles within the community. Meridian Home and Style is distributed in multiple formats. It is available via subscription, print, delivery, digital app, web app, and can be found in most local businesses and hospitals. From the marketing communication perspective, magazines offer many advantages for advertisers. First, they have good reproduction value, especially for color. Second, because they offer demographic, regional, and local-market selectivity, they are great for small business marketers who segment their target market primarily by geo-demographics. Third, they have relatively long advertising life, meaning the advertising maintains presence for the shelf life of the magazine. Finally, magazines have a high pass-along rate which increases the word of mouth (WOM) and target audience exposure (Lamb, Hair, & McDaniel, 2019).



Target Market and Audience

When maximizing the effectiveness of any marketing campaign, the advertiser is tasked with aligning the available product offering to the consumers who, not only the most likely to benefit, but more importantly, who are most likely to buy. From a promotional standpoint this means matching the target market with the target audience. Target market describes the consumer segment in which the business wants to provide products or services. Target audience describes the consumer segment in which the business is most likely to attract. They are very similar but one is a push and the other is a pull strategy. To put it simply, target market strategies are motivated by the capabilities of the company, and target audience strategies are motivated by the capabilities of the market. When looking at this from the marketing communications process theory, the goal of the advertiser is to choose the best possible channel and media vehicle to deliver their message to the most relevant consumers. In this case, Novatech provides office supplies and services, so their target market includes small businesses, entrepreneurs, and local companies that need customized business solutions. Meridian Home & Style provides distributes to small businesses, local companies, and provides content for and about entrepreneurs. Aligning a target market with a similar target audience increases the ROI intensity. When the advertiser considers using a magazine to deliver there message, the cost per contact can be high in the short term, but the market saturation and life span make the cost per customer much lower in the long run. This all depends on how well the target market matches the target audience. Here, Novatech and Meridian Home & Style, seem to be synergistic complements.

Noise

Noise is defined as anything that interferes with, distorts, or slows down the transmission of information. From encoding to reception the message encounters and competes with noise. This occurs the entire time before, during, and after the message transmission across the selected medium channel. Noise is the environment of the advertisement; it can include other advertisements on the same page, news articles, other store displays, competing magazines on the same shelf, or in this case— noise would be the feature content of the magazine. When the media is overcrowded and the noise level is high, reception level is low. Advertisers have to be aware of potential noise level during the encoding and delivery preparation phases in order to plan their promotions accordingly. For instance, if the advertiser calculates a high level of noise for a particular media vehicle ad placement, then they will create the ad with more intensity. This means brighter colors, bolder fonts, flashy graphics, unique messages, etc. On the other hand, if the promotional mix plan foresees low noise, they may place their focus on less intensive styles. There are trade-offs to each style, ads in low noise environments tend to be bland and boring but they are great for informing and including more information. In this project, the Meridian Home & Style Magazine is relatively low noise. This is because the channel is specialized for specific local geo-demographics and the marketplace is not as diverse within the target audience. When planning for or adjusting to noise, advertisers usually create multiple versions of the same ad. This allows for greater flexibility during the feedback stage. Novatech seems to have properly prepared to compete with various levels noise by creating multiple versions of their message.

Decoding - Interpretation

Once the message is delivered with the media vehicle (Meridian Home & Style, it is viewed in context with competing media within the medium channel. This allows the message to be decoded and interpreted by the receiver. In decoding, common understanding between two communicators, or a common frame of reference, is required for effective communication (Lamb, Hair, & McDaniel). The receiver can be anyone who views the magazine. This is why it is important to align promotional mix goals with channels that have the same target audience as the sender's target market. In this example, Novatech is targeting local and small business services, which align perfectly with Meridian Home & Style's local entrepreneur and business market. This means the medium is very effective for getting the message across to relevant potential consumers and all readers get the same meaning.



AUGUST/SEPTEMBER 2019

ON THE COVER

7 The Class of 2019 Top twenty under 40

FEATURES

- 30 LEADERSHIP LAUDERDALE
Building great leaders of tomorrow
- 30 GRADUATES SPEAK
How Leadership Lauderdale changed their views
- 32 MAKING A DIFFERENCE
10 ways to serve the community
- 35 GENERATIONS
Continuing the family legacy
- 44 FASHION
How to build a wardrobe

IN EVERY ISSUE

- 49 FITNESS
Workouts on the go
- 50 BESIDE THE UNIFORM
Military spouses
- 51 ON YOUR PLATE
Meals that take you from dinner ... to lunch
- 55 IN THE SPIRIT
New twists to familiar favorites
- 57 FOR YOUR PET
Benefits of having pets
- 58 BOOK REVIEW
"Women with Money"

EVENTS

- 60 ARTins at MMA
- 62 Glass, Inc. 20th Anniversary
- 64 XULA Meridian 2019 Jazz Brunch

Meridian Home & Style Table of Contents with Novatech Advertisement.

Receiver - Feedback

The final step in the marketing communications process theory is the receiver – feedback stage. When people receive a message, they tend to manipulate it to reflect their own biases, needs, experiences, and knowledge. Further, because people do not always read carefully, they can misinterpret what is written. Researchers have found that consumers misunderstand a large proportion of printed communications. This is why bright colors and bold graphics have been shown to increase the consumers' comprehension of marketing communication (Lamb, Hair, & McDaniel). Finally here, we see in context why Novatech used bold graphics and bright colors. Their ad stands out above all the competing noise on the page. This draws the receiver's full attention to their message and reduces any chance of misinterpretations. Also notice this ad placement provides their phone number along with their website to provide for an extra source of feedback.

Meridian Home & Style Magazine

BOOK REVIEW

Figure out your money story

By Terri Schlickeymeyer
Syndicated Book Reviewer



Find a penny, pick it up. The rest of that little ditty promises luck but whatever. You don't see a penny as worth much, but how do you perceive money as a whole? In the new book, "Women with Money" by Jean Chatzky, the answer to that question may lead you to a better relationship with your wallet.

Statistics don't lie: for every 100 men that graduate from college, there are more than 130 women graduates. Women inherit more money from their forebears, too, and within the next decade, women could control 75 percent of the world's wealth.

And yet, many of us don't know the deepest answers about our finances. So, "what do you want from your money?"

That's the question Chatzky asks, because it's one that most women don't know and haven't discussed. Ask yourself if you want "the four S's." (Safety, Shelter, Security, Stability). Would you use your money for freedom, or to buy time? Do you like the power you get from money? Or does spending it make you feel guilty?

The answers to those debates come when you figure out your money story. Chatzky says that your money story likely started when you were a toddler, watching your parents and their attitudes on spending and saving, budgeting, and going into debt. As you grew up, more layers were added to your money story, and understanding that narrative helps to show you why you have the financial attitudes you have.

Remember that money is an emotional thing, and there's little we can do about that because a lot of our financial perceptions are biological, says Chatzky. Talk with your partner to understand how your money stories mesh (or don't), so you can agree on what works for you both. Learn how to ask for help, and a raise at work.

And finally, remember that money is perfect when used "to bring more joy into your life and the lives of people important to you. You just have to be careful about how and what you spend it on."

Money: in one hand and out the other? Or are you more tight-fisted? You think you know yourself, but read "Women with Money" and you might think twice.

Indeed, digging deeper into your attitude towards money is one of the most eye-opening things you'll learn in this book, as author Jean Chatzky urges readers to examine why they spend or save as they do. Those unused to this kind of introspection may squirm at such navel-gazing – it requires stepping aside and looking at the warts of childhood – but Chatzky shows how understanding is the powerful beginning of action. Finances are not just things to mindlessly manage. Spending is permissible with this book and money, as it happens, is the root of much that is good.

If you already consider yourself a money maven, then go ahead and pass here; you don't need this book. If you hope to view money as another tool for happiness, though, find "Women with Money" and pick it up.

"Women with Money" by Jean Chatzky, 288 pages, c.2019, Grand Central, \$28.

• Terri Schlickeymeyer of The Bookworms Sc is a self-empowered book review columnist. Schlickeymeyer's reviews include adult and child books of every genre.



financial attitudes you have.

Remember that money is an emotional thing, and there's little we can do about that because a lot of our financial perceptions are biological, says Chatzky. Talk with your partner to understand how your money stories mesh (or don't), so you can agree on what works for you both. Learn how to ask for help, and a raise at work.

And finally, remember that money is perfect when used "to bring more joy into your life and the lives of people important to you. You just have to be careful about how and what you spend it on."

Money: in one hand and out the other? Or are you more tight-fisted? You think you know yourself, but read "Women with Money" and you might think twice.

Indeed, digging deeper into your attitude towards money is one of the most eye-opening things you'll learn in this book, as author Jean Chatzky urges readers to examine why they spend or save as they do. Those unused to this kind of introspection may squirm at such navel-gazing – it requires stepping aside and looking at the warts of childhood – but Chatzky shows how understanding is the powerful beginning of action. Finances are not just things to mindlessly manage. Spending is permissible with this book and money, as it happens, is the root of much that is good.

If you already consider yourself a money maven, then go ahead and pass here; you don't need this book. If you hope to view money as another tool for happiness, though, find "Women with Money" and pick it up.

"Women with Money" by Jean Chatzky, 288 pages, c.2019, Grand Central, \$28.

• Terri Schlickeymeyer of The Bookworms Sc is a self-empowered book review columnist. Schlickeymeyer's reviews include adult and child books of every genre.



SPLASH INTO SUMMER

CELEBRATE SUMMER WITH GREAT DEALS ON OFFICE EQUIPMENT!

CONTACT NOVATECH FOR MORE DETAILS
NOVATECH.NET

NOVATECH THE MANAGED OFFICE EXPERTS

MANAGED IT • MANAGED PRINT
CYBERSECURITY • CLOUD SOLUTIONS

601.808.0534



New Open!
Quitman Small Engine & Repair

SMITH
With confidence

I look forward to creating beautiful, confident smiles for you using the latest technology. My gentle, friendly practice emphasizes gentle dentistry with stunning results.

DR. AUSTIN W. HOLMES
Comprehensive Dental Care
Dr. Austin W. Holmes • General Dentistry

601.693.0250
1927 23rd Avenue • Meridian, MS
Visit AustinWHolmesDMD.com

QBS Quitman Building Supply

Xmark STIHL

205 N. Archusa Ave.
Quitman, MS

601-776-0200

Novatech advertisement in context with noise.

Evaluations

Novatech was very effective in using the integrated marketing communications concept when following the marketing communications process theory for the magazine channel. First we see that they encoded the messages in full color to take advantage of the magazine's strong reproductive attribute. Next, we saw how Novatech created their campaign to target multiple product lines under the same banner. This showed their flexibility and reach in the world of business office supplies. We were then introduced to the chosen media vehicle that Novatech chose to use to deliver their message. This showed the strengths, reach, and attributes of the magazine. After reading about each, we found that the target audience of the magazine also aligned with the target market of the business. Finally, we saw how Novatech competed with the noise by using bold graphics and bright colors. If I were to improve on anything in this campaign it would be the addition of scannable qr codes. This would create a more effective feedback system that could be quantified and measured based on response. Perhaps in the future, Novatech should switch their product advertising focus less on attributes and more on benefits. The mission statement on their website seems to have a Profit executional style, yet two out of three of their advertisements did not relay this benefit in the message. Overall, Novatech did a great job here!



Channel II - Newspaper

This section will assess Novatech promotion across another traditional paid media medium—the Newspaper.

Dr. LouAnn Woodward, left, vice chancellor for health affairs and dean of the School of Medicine, and Joe Sanderson Jr., chairman of the Gayle & Tom Benson Charitable Foundation, announce the \$1 million donation to Children's of Mississippi.

Submitted
JACKSON — A playground at the University of Mississippi's seven-story pediatric hospital is named after the late CEO and board chairman of its parent company, Sanderson Farms. The gift will also create the Campaign for Children's of Mississippi, the philanthropic effort to bring the children's hospital expansion to completion. Today, UMMC announced a \$1 million donation from the foundation to the Campaign for Children's of Mississippi, the philanthropic effort to bring the children's hospital expansion to completion. The gift will also create the Campaign for Children's of Mississippi, the philanthropic effort to bring the children's hospital expansion to completion. The gift will also create the Campaign for Children's of Mississippi, the philanthropic effort to bring the children's hospital expansion to completion.

Submitted photo
Dr. LouAnn Woodward, left, vice chancellor for health affairs and dean of the School of Medicine, and Joe Sanderson Jr., chairman of the Gayle & Tom Benson Charitable Foundation, announce the \$1 million donation to Children's of Mississippi.

Submitted photo
Dr. LouAnn Woodward, left, vice chancellor for health affairs and dean of the School of Medicine, and Joe Sanderson Jr., chairman of the Gayle & Tom Benson Charitable Foundation, announce the \$1 million donation to Children's of Mississippi.

NOVATECH
YOUR BUSINESS TECHNOLOGY ADVISOR

company asking you for it. Hang up if you feel uncomfortable. Don't worry about being impolite if someone on the phone is pressuring you into sharing sensitive information. Hang up. If the call comes from a company you trust, you can call back and ask for the department that handles your account to determine if the call is for a legitimate reason.

Turn down unsolicited offers. If you receive a call or an in-person visit from someone you don't know selling you a product or service you didn't request, turn it down or tell them you'll decide at a later time. If the service or product interests you, conduct independent research on three suppliers. Include a trusted family member in the decision-making process. Use direct deposit. You can avoid having your checks stolen when you arrange for your checks to be directly deposited into your bank account. Ask your bank to show you how to speak up if you think you're a scam victim. There's no need to feel embarrassed or ashamed if you think you've been scammed. Instead, let people know right away.

- Call your bank and/or credit card companies.
- Reset your account passwords.
- Call the police to report stolen property.
- Submit a consumer complaint using the FTC consumer Complaint Assistant.

Report the scam by calling the United States Senate Special Committee on Aging Fraud Hotline at 1-855-363-9470. If you suspect elder abuse is also involved, contact adult protective services.

Compton is a Certified Public Accountant with offices in Meridian and Birmingham, Ala.



DAVID COMPTON
guest columnist

ARLO AND JANIS
WHERE ARE YOUR WIFE CLIMB?
HANGING ON THE LINE

DILBERT
HE'Z RON MOORE
HI-HI-HI THAT'S FUNNY, BECAUSE IF YOU SAY YOUR LAST NAME FIRST, YOU'RE A "MOORE, RON"
OKAY, NOW I GET WHY YOU NEVER TAKE ME ON SALES CALLS

MARMADUKE
"Come on in, I've Marmaduke-proofed the house."

MOTHER GOOSE & GRIMM
YOUR BEANBAG CHAIR NEEDS MORE BEANS

MALLARD FILLMORE
YOU WANT ANOTHER?
ARE YOU'RE ARE NOW CAN BE PROBABLY?
MAYBE I COULD STOP

HAGAR
I SOB THAT MONDAY WILL BE A GOOD DAY FOR YOU TO RAID A CASTLE!
WHY?
TUESDAY YOU WILL BE OVERDUE HOSPITAL

DENNIS THE MENACE
"I can't eat anymore of these turquoise peas!"

Message Channel - Newspaper

The Meridian Star is a local traditional media newspaper publication serving the community of Meridian, Mississippi. It covers Lauderdale County and reaches adjoining portions of West Alabama and East Mississippi. It is a daily newspaper published each morning, meaning it follows a continuous media schedule. The Meridian Star has been Meridian's only daily newspaper since 1921. The Meridian Star is a hometown newspaper with a primary content focus on local government, public notices, lifestyles, community events, area sports, small business, and classifieds. The Meridian Star is a paid mass media vehicle, available by fee or subscription, in both digital or print format. It is distributed regionally via newsstands, businesses, and delivery; or worldwide through web and mobile application. From the marketing communications perspective, newspapers offer many advantages for advertisers. First, they offer geographic selectivity and flexibility. This allows the marketer to pinpoint their target market by geo-demographics and customize or adapt their message accordingly. Second, news value and immediacy offer a unique environment for each exposure or point of contact. Third, the year-round readership offers message consistency. Fourth, high individual market coverage ensures high saturation for brand exposure. Finally, newspapers offer short lead time, which means faster response and lower latency from beginning to end, in the marketing communication process (Lamb, Hair, & McDaniel, 2019).

THE MERIDIAN STAR
Saturday, October 5/Sunday, October 6, 2019 Since 1898 \$2.00 WEEKEND EDITION

PREP FOOTBALL
West Lauderdale blows out Leake Central
Page C1

MMA PRESENTS
Nick Cave: Feat., a vibrant survey of work
Page B1

DISASTER RESPONSE
Air National Guard team from Meridian first of its kind
By Erin Kelly

OLE MISS
Chancellor named despite protest ending ceremony
By Jeff Army

Trailblazer Awards meant to honor legacies, inspire Meridian's youth
By Bianca Meunier

INDEX

Classified	A1-B8
Obituary	A1-B8
Death	A1-B8
Marriage	A1-B8
Local News	A1-B8
Business/Finance	A1-B8
Opinion	A1-B8
TV Week	A1-B8
Wed News	A1-B8

3 things to do today

- St. Joseph Catholic Church's 36th annual Oktoberfest - 7 a.m. to 2 p.m., Holy Hill, 7 a.m. to 2 p.m., Holy Hill, 7 a.m. to 2 p.m.
- St. Joseph Catholic Church's 36th annual Oktoberfest - 7 a.m. to 2 p.m., Holy Hill, 7 a.m. to 2 p.m.
- St. Joseph Catholic Church's 36th annual Oktoberfest - 7 a.m. to 2 p.m., Holy Hill, 7 a.m. to 2 p.m.

Weather
Today: High: 55° Low: 56°
Sunday: High: 55° Low: 56°
www.meridianstar.com

Encoding the Message

Encoding is the conversion of the sender's ideas and thoughts into a message, usually in the form of words or signs (Lamb, Hair, & McDaniel, 2019). Here, Novatech chooses to encode their message by using large icons to represent their products. Since this advertisement is made for a newspaper, Novatech chose to use black, white, and their primary branding color. The background is faded, the product service offerings are the only font in bold black— newspaper's favorite color. This message is effective for all the same reasons. Since newspapers tend to have high noise and shorter reader attention times, icons are the perfect tool for delivering messages at a glance. Since black shows up best in newspapers, it is best to only use it for the information that matters most, in this case it's the products and services. In high noise environments such as this, Novatech keeps everything as simple as possible to account for quick readability. Furthermore, we see that Novatech is using the IMC concept by maintaining their consistent branding and theming that creates familiarity in the mental product space of potential consumers. The header, body, salutation layout is a very effective message delivery method here.

NOVATECH NEWSPAPER AD



The advertisement features a red header with the **NOVATECH** logo in white, italicized font, and the tagline **YOUR BUSINESS TECHNOLOGY ADVISOR** below it. The main body is white with a faint circuit pattern. It contains four service offerings, each with a red hexagonal icon and bold black text: **COPIERS & PRINTERS** (copier icon), **MANAGED PRINT SERVICES** (printer icon), **OFFICE SUPPLIES & TECHNOLOGY** (laptop icon), and **DOCUMENT SOLUTIONS** (document icon). A red footer contains the website **Novatech.net**, the **NOVATECH** logo, and social media icons for Facebook, Twitter, LinkedIn, and YouTube.

The Message

The message for Novatech is simple. First, the company name is clearly communicated and strategically placed at top center where the eyes enter the advertisement, then twice at the bottom where eyes leave the advertisement. This leaves a lasting impression of the brand name on consumers. Second, they communicate their presence with the deep red colors that are consistent with all of their ads. Third, they place their products and services in the center to communicate their purpose. The message for Novatech here is a product advertising strategy that presents a unique selling proposition of offering solutions. Two goals when promoting attributes in lieu of benefits are to maintain brand awareness and remind the consumer of product offering and services. Novatech is very effective at both. The only concern I see is there lack of mobile interaction for a call to action. I really think a scannable code in they messages would benefit when using metrics to evaluate campaign performance and effectiveness. Even so, Novatech maintains a consistent call to action across each message to visit their site.

NOVATECH ADVERTISEMENT COLLECTION



FROM THE MERIDIAN STAR

The Medium

The medium Novatech uses here is The Meridian Star newspaper. It is the widest distributed paid media mass media newspaper in the region. Although the newspaper medium is fading in popularity, it is still the best form of traditional tangible print copy media available for advertising. Since it is on a continuous media schedule that is printed every day, the messages offer the greatest flexibility in comparison to other forms of media; especially the magazine. Maintaining consistent visibility in the newspaper also build trust and credibility in the community. When local businesses see the same advertisements in the paper every day it builds familiarity. Another consideration is co-operative advertising. Novatech focuses a large portion of their service offerings on print, so it only makes sense and lends credibility that they advertise in print. Also the newspaper's disadvantages may in fact be advantages. With fewer people reading and advertising, the prices for ad placements have went down, the noise has decreased, and the people who still subscribe are also the people the most likely customers that are willing to pay. The very fact that each reader is paying to read, implies they hold a greater value for the content than those who use free forms of media. Novatech's advertising with The Meridian Star is a very effective choice for aligning the goals of the business with the goals of the market, because like the magazine, much of Novatech's target market matches the Meridian Star's audience.

Interpretation

The target market for Novatech is small business owners and entrepreneurs who need customized business solutions to stay competitive in the local economy. The audience for the Meridian Star translate this optimistically as a sign of stability and growth in the local business market. They would also translate this message as a trusting source for consultation. With Novatech's consistent presence in the ad space, consumers develop a sense of confidence by knowing support is just a click or call away. By placing different ads that highlight different product lines within their product mix, Novatech sends a message of flexibility. As more and more businesses switch their networks to cloud based services, Novatech will be their first line of consultation because they are the only business advertising for the services. Also since Novatech advertises different lines of service, not all readers will get the same meaning from the message. Some will see the company as a printer business, some will see the company as an IT company, and others may look them simply as a business solution consultation management company. Although Novatech delivers multiple advertisements that promote different services, the messages are clear and unambiguous. This means that no matter how the audience interprets the message, it will be for the intended purpose.

Target Audience

The target audience for Novatech are business leaders and entrepreneurs in the community that need reliable service and products for their company. Since the Meridian Star circulates over 16,000 papers daily, the target audience is characterized by widely scattered potential customers of informed buyers, brand loyal repeat customers, and interested onlookers. With geographically dispersed readers of the Meridian Star, there could also be other audiences of potential customers and untapped markets in the region. These could include non-business individuals who just need print services for special occasions. There could be other potential clients under contract with competing suppliers that may switch brands if their current service fails. The target audience is not necessarily a certain classification or segment in the market. The target audience could potentially be any reader or viewer of the advertisement. Also, not all potential clients are in the same region. Since the Meridian Star is available anywhere via web or mobile app, a potential client could possibly be anywhere remotely. Yet no matter who the potential client may be, the goal is to constantly adjust the promotional mix so the target market aligns closely with the target audience. In doing so, Novatech can continue to run efficient campaigns and maximize their market saturation.

Feedback

Novatech's primary form of feedback is through their website. Although each advertisement includes social media icons to represent their online presence, none of them include links or usernames to their accounts. Their general expectation for feedback is to generate a call to action by visiting their site. Visiting their site is a good way to not only engage the consumer, but also measure the intensity of an advertisement by measuring the response. Having said that, it would be beneficial to increase consumer point of contact by embedding scannable mobile codes and links within each message.

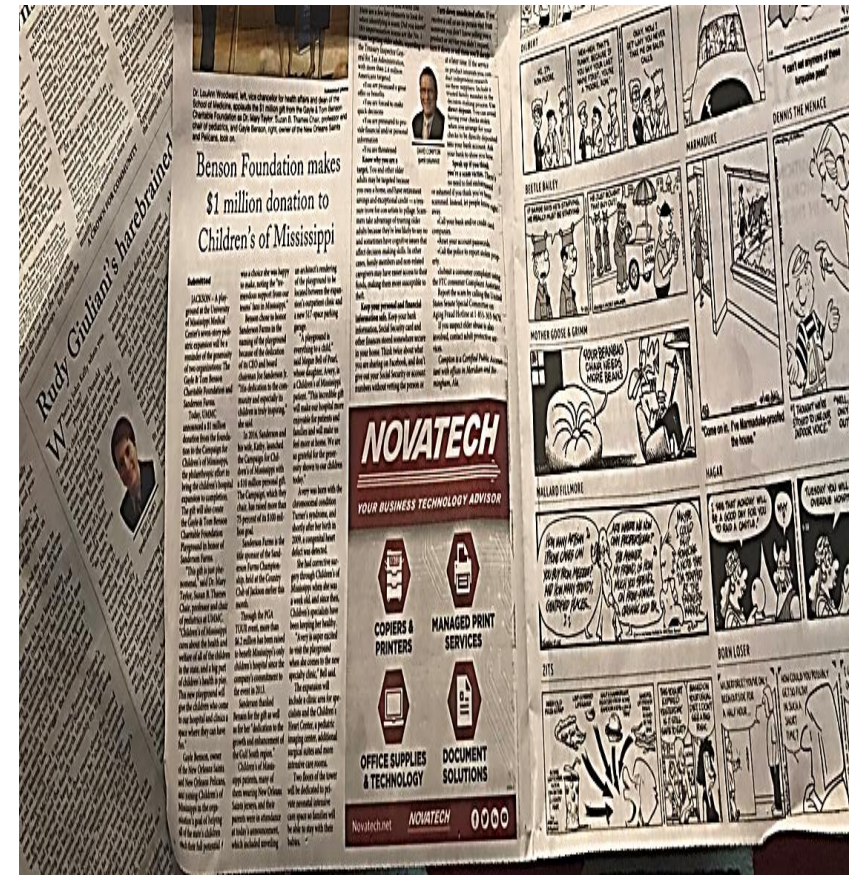


Novatech newspaper banner – Meridian Star

Noise

A certain amount of noise is always to be expected anytime an advertiser chooses a newspaper to deliver the message. In the example to the right, we can see all the surrounding environmental distractions going on. Novatech did a great job here by using the deep red color to stand out amongst all the noise. In fact, it would be difficult to focus on any of the surrounding content without be drawn to Novatech's advertisement. A significant portion of the media creation process must anticipate competing with noise when designing any campaign. Just by observing how Novatech's advertisements stand out amongst the noise, we can see how the marketing team performed a very effective media mix plan when encoding the message. Having said that, not all noise can be anticipated or controlled by the marketing team. Sometimes drowning out all the noise happens by luck or chance. With no way to control external factors or predict the news, the advertiser has to rely on consistency and resilience to continually promote their product above the rest.

EXAMPLE OF NOISE



NOVATECH ADVERTISEMENT FOR MERIDIAN STAR

Conclusion

The marketing communications process is more than a theory, it's a journey. Every message, advertisement, promotion, and campaign takes on a life of its own when following the path from conception to reception. Beginning with the sender, Novatech, we see their business has a mission statement of delivering quality equipment and service. They state their objectives that are consistent with and indicate the priorities of the organization. These objectives consist of providing the finest office equipment, cloud services, network monitoring, installation, and support services attainable in the industry (Novatech, 2019). We then see how they use the IMC concept to integrate this message into their promotional mix strategy. Beginning with encoding, we see how Novatech translated their ideas into the advertising message. With strategic use of color, images, icons, and words; Novatech created a campaign of promotional advertisements capable of transcending noise across the process. We then see how Novatech matched their target market with a medium channel that provided a similar target audience. The Meridian Star proved to be an effective paid media vehicle for local businesses, entrepreneurs, and potential clients looking for customized solutions. Finally we see how the communication process establishes a feedback loop with the consumer. By including a call to action in each message, Novatech is able to measure the effectiveness of their campaign by the amount of response received by the consumer. Some messages included their phone number and others included a link to their website (owned media). Although I would have liked to see more options or opportunities for engagement, such as mobile interactive qr codes or social media links, I have to say they still did a great job. Overall, Novatech proved to be very effective in establishing an integrated media campaign when using the marketing communications process theory for both traditional media channel platforms— the Magazine and the Newspaper.

References

Lamb, C.W., Hair, J., & McDaniel, C. (2019). *MKTG: Principles of Marketing* (12th ed.). Boston, MA: CENGAGE Learning, Inc.

Meridian Home & Style. (2019). Meridianhomestyle-cnhi.newsmemory.com. Retrieved 8 October 2019, from <https://meridianhomestyle-cnhi.newsmemory.com/?selDate=20190808>

The Meridian Star. (2019). Meridianstar-cnhi.newsmemory.com. Retrieved 8 October 2019, from <https://meridianstar-cnhi.newsmemory.com/>

The Meridian Star. (2019). En.wikipedia.org. Retrieved 8 October 2019, from https://en.wikipedia.org/wiki/The_Meridian_Star

Novatech, I. (2019). *Company / Novatech, Inc.. Novatech.net*. Retrieved 7 October 2019, from <https://www.novatech.net/company>