

Media 1-2-3

Objective	Media Vehicle	Rationale	Role	Resource
<p>Awareness (High reach vehicles)</p> <p>Consideration (Promotional messaging intended for consumers who are "near" market)</p> <p>In-Market (Hand raisers who need help now)</p>	Television (\$\$\$)	<ul style="list-style-type: none"> Generates reach/awareness quickly Ability to include custom tag featuring your dealership Production can be expensive 	<ul style="list-style-type: none"> Drives overall dealer/brand awareness Broad geographic coverage 	LSM at local affiliate nccmedia.com/cable-advertising
	Radio (\$\$)	<ul style="list-style-type: none"> Lower out of pocket cost than television Generates reach/awareness quickly Low production cost 	<ul style="list-style-type: none"> Efficiently drives overall dealer/brand awareness Can include promotional messaging Broad geographic coverage 	LSM at local affiliate
	Outdoor (\$\$)	<ul style="list-style-type: none"> High awareness vehicle with frequency due to traffic patterns Geographically targeted 	<ul style="list-style-type: none"> Establish reach in key geographic areas Simple brand messaging 	oohmediamarketplace.com/
	Online Banners (\$)	<ul style="list-style-type: none"> The internet is a top resource for HVAC research Click thrus allow consumers to learn more Measurable results 	<ul style="list-style-type: none"> Generates awareness Can easily give consumer additional information Short creative deadlines are conducive with promotions 	Publisher web pages
	Newspaper (\$\$)	<ul style="list-style-type: none"> Short lead time Can include detailed content 	<ul style="list-style-type: none"> Quick awareness of promotional opportunities 	newsvoyager.com
	Direct Mail (\$)	<ul style="list-style-type: none"> Apply current database, or purchase new list Geographically targeted 	<ul style="list-style-type: none"> Maintaining relationships with current customers Target areas of opportunity Announce promotions 	thedirectmarketingsearch.com
	Mobile Phone (\$)	<ul style="list-style-type: none"> Reaches a highly mobile, active consumer Puts your number in the hands of the consumer Delivers innovation message to savvy consumer 	<ul style="list-style-type: none"> Make yourself easily accessible to the target 	
	Home Shows (\$\$)	<ul style="list-style-type: none"> Reach consumers who are interested in home improvement Allows for interaction with potential consumer 	<ul style="list-style-type: none"> Acquire leads 	Other
	Online and Print Yellow Pages (\$)	<ul style="list-style-type: none"> Reach hand-raisers who are looking for HVAC help via print or online Can receive better placement than competition 	<ul style="list-style-type: none"> Allows consumers to easily find you 	supermedia.com adsolutions.att.com whitepagesinc.com/advertise/
	Paid Search (\$)	<ul style="list-style-type: none"> Cost Per Click Pricing (You only pay when they click) Opportunity to directly connect with hand-raisers 	<ul style="list-style-type: none"> Allows consumers to easily find you 	Google.com/Adwords

Cost of Entry:

\$\$\$-High
 \$\$-Medium
 \$-Low