



# THE MFA GUIDE

Everything you need to know  
about the media agency industry.



**3.**

**MEDIA  
OPTIONS**

**Everything you need to know about the media agency industry.**

# Media Channel Options

## Overview

The media agency industry is renowned for its use of bespoke terms and acronyms. No doubt you will come across a number of these throughout this MFA guide and wherever possible we have included definitions for your reference. The **MFA glossary of terms** is a handy additional resource that explains the key media terms and is a good companion to **The MFA Guide**. You can access the MFA glossary of terms here:

➔ [www.mediafederation.org.au/resources/learning-resources/glossary](http://www.mediafederation.org.au/resources/learning-resources/glossary)

In this chapter we will look at the different media channels that can be used to deliver advertising messages to consumers, such as Television, Social Media (e.g. Facebook, Instagram), Radio, Cinema or Out-of-Home. You may also hear media channels referred to as mediums, media publishers, media owners, media platforms, media formats or simply media – these terms are all interchangeable.

No media channel is the same – each has unique features, strengths and weaknesses, formats, audience measurement and trading currencies. Each media channel can be used to fulfil a different communication role within an advertising campaign and has its own media campaign planning and trading (often referred to as media buying) method.

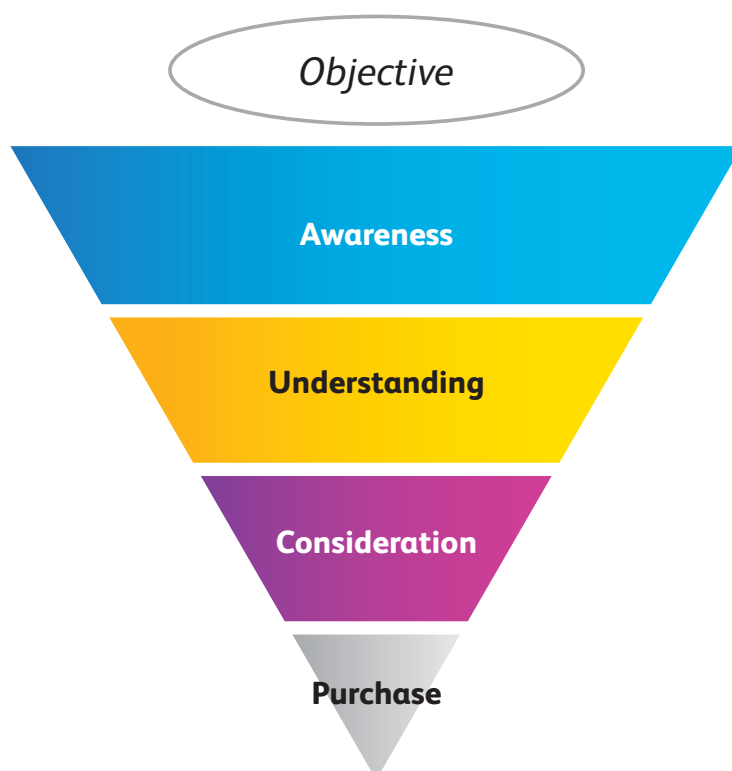
**This section is aimed to assist the reader in gaining a general understanding of the many different media channels: their role within the communication mix, how they are evaluated, planned and traded for media advertising campaigns.**

The **marketing funnel** is an excellent tool for developing marketing strategies, and can also be used to select the best media channels to deliver the campaign's communication objective.

There is a plethora of media channel options available for advertising campaigns. We have listed below the main channels used, categorised into the different areas of the marketing funnel and will go through these in more depth in Part 1, Part 2 and Part 3 of this guide.

It is important to note that the media channels are allocated to the most appropriate area of the marketing funnel, based on the main strength of that channel. However, media channels have multiple strengths and – depending on the objective and message of the campaign – can be appropriate for more than one marketing funnel area.

For example, television advertising can help build awareness, if it's an advertisement for the new Mazda CX3 or alternatively, it could help drive purchase if the message is about an end of year sale.



# MEDIA OPTIONS

## Part 1

### Awareness

**Building reach quickly (communicating with the desired audience, at scale, quickly).**

- Screens (TV & Video)
- Out-of-Home
- Cinema
- Display (online)

## Part 2

### Understanding & Consideration

**The customer knows about your brand/product and is seeking more information or is considering your brand.**

- Radio
- Print
- Social Media
- Content / Sponsorship
- Ambient

## Part 3

### Purchase

**Sometimes referred to as Performance or Conversion.**

- SEM (Search Engine Marketing)
- SEO (Search Engine Optimisation)
- Programmatic