

The MediaSphere

Integrated Online/Offline Media Reference Tool
Brainstorm | August 2007

An overview of today's media channel options, The MediaSphere can help you select components for your next integrated marketing campaign—a useful planning tool in your effort to advance strategic initiatives. 

Introduction

The MediaSphere

Thanks for downloading
Brainstorm's MediaSphere.

This informational document is offered as a supplemental tool to help you select a media mix for your integrated marketing campaigns—an exercise that definitely takes some in-depth knowledge and finesse.

If you'd like a larger version of The MediaSphere to reference as you weigh options and map out strategies to reach your target market, let us know and we'll send you a free wall chart.

If you're feeling overwhelmed by the choices, just give us a call. We'd love to get to know you and talk through the best mix to meet your goals.

Best Regards,
Brainstorm

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"Brainstorm: A new breed of consultant."
–U.S. News & World Report

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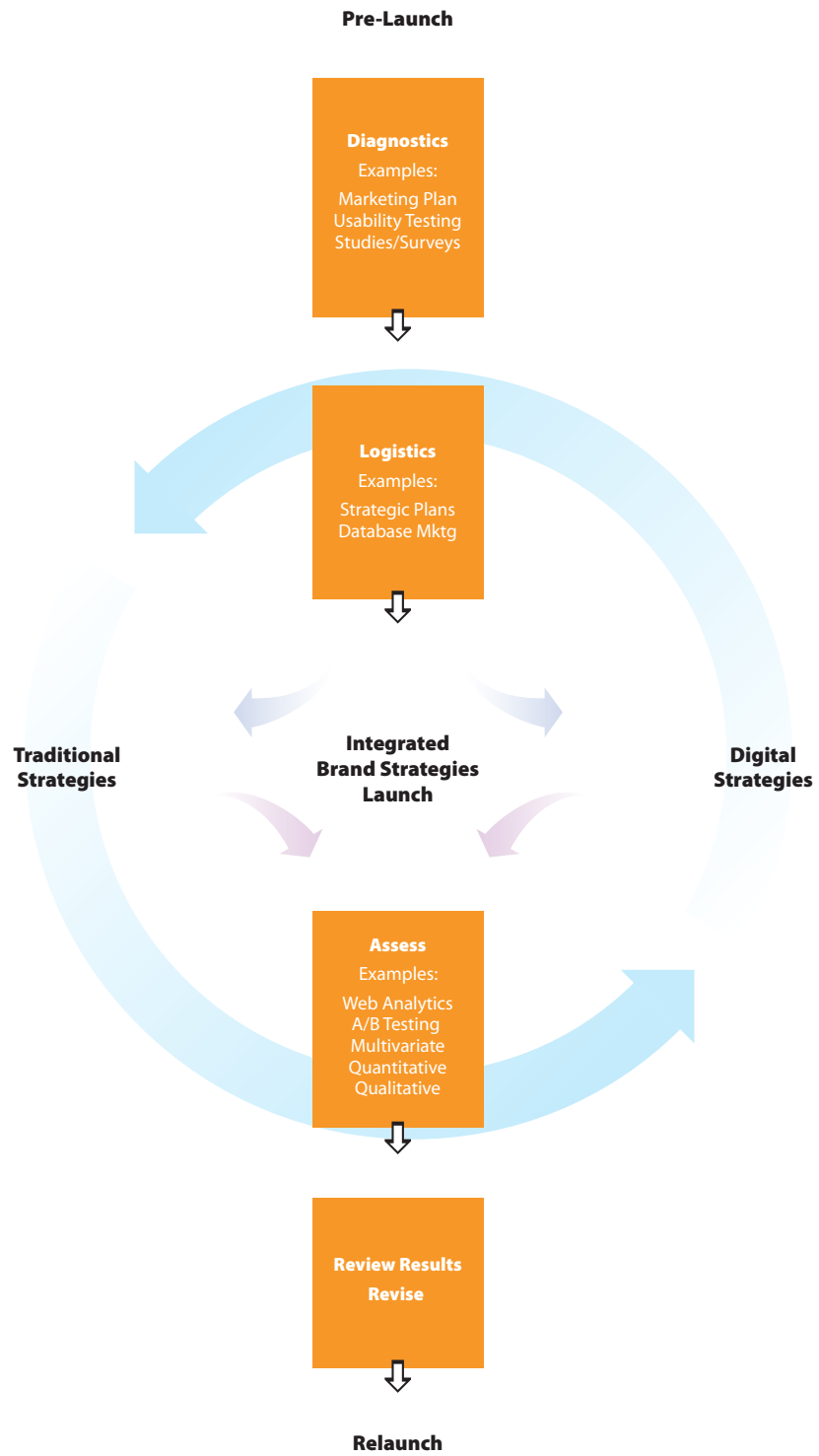
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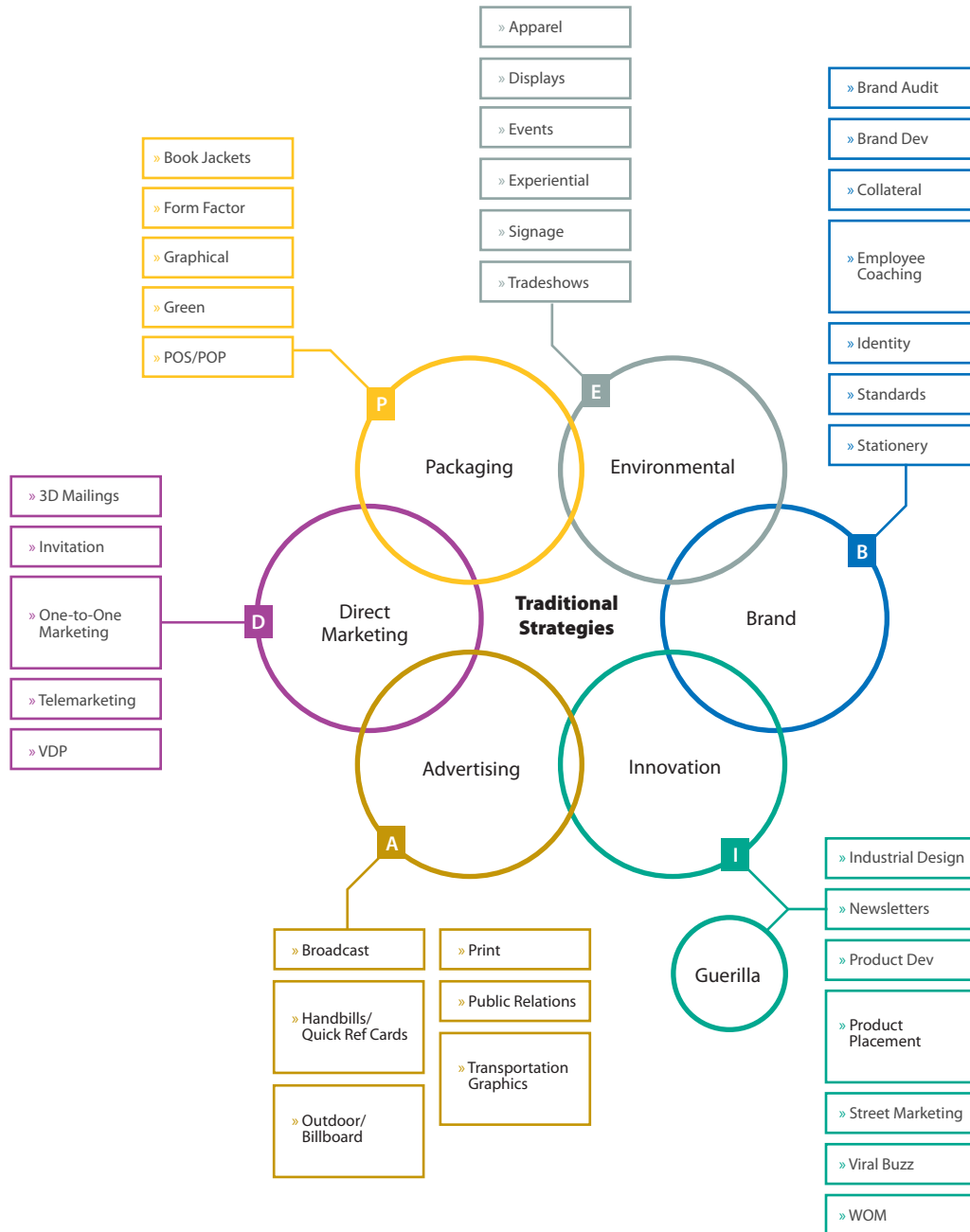
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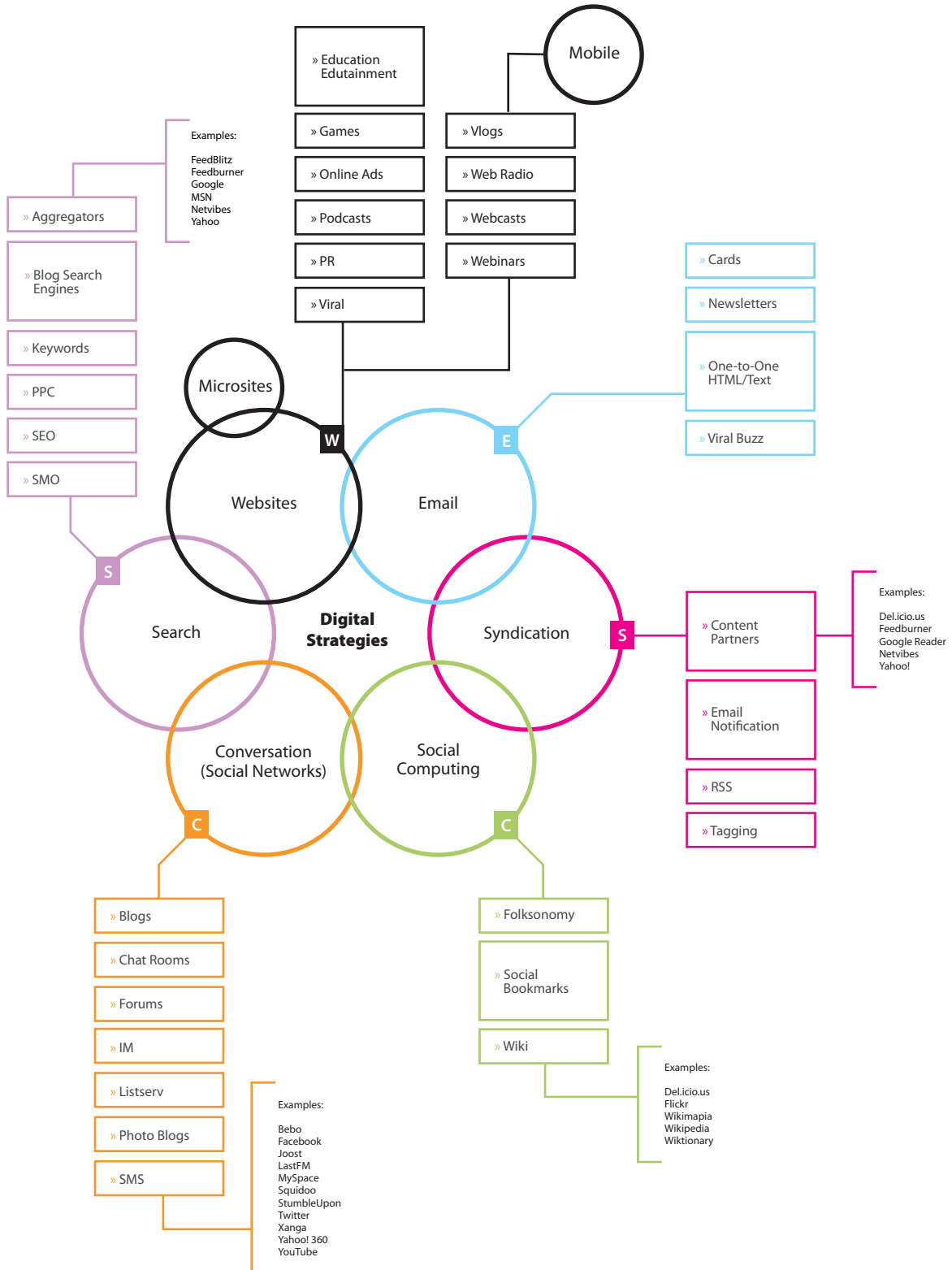
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Advertising

Billboards

An outdoor sign or poster, or sponsor identification at the beginning or end of a television show.

Broadcast

Typically a term associated with radio or television advertising.

Handbills

A loose, printed sheet distributed by hand.

Outdoor

Any outdoor sign that publicly promotes a business, product or service, such as billboards, movie kiosks, etc.

Print

Refers to advertising appearing in magazines, trade journals or other printed matter.

Public Relations

Managing the outside communication of an organization or business to create and maintain a positive image. Public relations involves popularizing successes, downplaying failures, announcing changes, and many other activities.

Quick Reference Cards

Small, often folded, business card-sized synopsis. Useful for quickly conveying features or benefits of a product, process or company.

Transportation (Transit) Graphics

Advertising that appears on public transportation or on waiting areas and bus, subway, or train stops.

Brand

Brand Audit

Any number of means aimed at measuring and defining a brand's penetration and effectiveness within its given market space.

Brand Development

Activities associated with the advancement of a brand into its target markets.

Collateral

Sales brochures, catalogs, spec sheets, etc., generally delivered to consumers (or dealers) by a sales person rather than by mass media. These materials are considered "collateral" to the message delivered by the sales person.

Employee Coaching

Training or coaching employees on the importance of cohesive brand messaging at every touchpoint.

Identity (Corporate Identity)

The image a company portrays. A corporate identity is the "persona" of a corporation which is designed to accord with and facilitate the attainment of business objectives, and is usually visibly manifested by way of branding and the use of trademarks.

Standards

A set of guidelines governing brand identity usage.

Stationery

Typically pragmatic printed business materials such as letterhead, business cards, envelopes, invoices and fax sheets. Although functional, their frequent usage positions these items as important identity flag-bearers.

Direct Marketing

3D Mailings

Direct mail typically housing a dimensional item.

Invitation

A printed invite to a special event.

One-to-One Marketing

A customer relationship management (CRM) strategy emphasizing personalized interactions with customers.

Telemarketing

A method of direct marketing in which a salesperson uses the telephone to solicit prospective customers to buy products or services.

Variable Data Printing (VDP)

On-demand printing in which elements such as text, graphics and images may be changed from one printed piece to the next using information from a database or external file.

Environmental

Apparel

Uniforms or attire designed to extend a brand's aesthetic and/or message.

Displays

In-house or portable cases or areas devoted to communicating or displaying products, history, benefits or other messaging.

Events

Corporate anniversaries, product unveilings, community involvement, etc., aimed at strengthening constituent or stakeholder relations and/or enhancing direct sales.

Experiential

Displays designed to convey a message via interaction, generally with either emotive or explanatory reasoning.

Signage

Interior or exterior directional, institutional or informational messaging, logo marks, etc.

Tradeshows

Industry conventions where vendors and buyers display, buy and sell products or services. Usually involving on-site and near-site product rooms, booths and events.

Innovation

Guerilla (Stealth Marketing)

An unconventional way of performing promotional activities on a very low budget. Such promotions are sometimes designed so that the target audience is left unaware they have been marketed to.

Industrial Design

An applied art whereby the aesthetics and usability of products may be improved for marketability and production. The role of an Industrial Designer is to create and execute design solutions towards problems of engineering, marketing, brand development and sales. Although the process of design may be considered 'creative', many analytical processes also take place.

Newsletters

A regularly distributed publication generally about one main topic of interest to subscribers.

Product Development

Market advancement through new or revised product enhancements and creation.

Product Placement

Promotional ads using real commercial products and services in media, where the presence of a particular brand is the result of an economic exchange. Examples: plays, film, television series, music videos, video games, or books.

Street Marketing

Groups (typically) dispatched to clubs, movie theaters or other locations where influential people within an advertiser's target market congregate. Example items distributed: flyers, retail drops, posters and stickers, product samples, CD giveaways.

Viral Buzz

Use of pre-existing social networks to increase brand awareness through self-replicating viral processes encouraging voluntary distribution. Examples: humorous video clips, interactive Flash, advergames, images, WOM, SMS.

Word of Mouth (WOM)

Passing information via personal recommendations in an informal manner. Examples: face-to-face dialog, phone conversations, text messages, SMS, web dialog, profile pages, blog posts, message board threads, instant messages, or emails.

Packaging

Book Jackets

Detachable covers typically wrapped around hardbound books and folded into the book's front and back covers.

Form Factor

The design of a package or product form.

Graphical

The aesthetic, promotional or informational design on a package or product.

Green

Practices or products that are environmentally sound, renewable, sustainable.

Point-of-Sale (POS) or Point-of-Purchase (POP)

Typically items or displays located in a retail store (POS) or at a sales register (POP) used to communicate the features and benefits of products and/or services.

Conversation (Social Networks)

Blogs

A website where entries are written in chronological order and displayed in reverse chronological order.

Chat Rooms

A term used primarily by mass media to describe any form of synchronous conferencing, occasionally even asynchronous conferencing. The term can thus mean any technology ranging from real-time online chat over instant messaging and online forums to fully immersive graphical social environments.

Forums

A web application for holding discussions and posting user-generated content. Internet forums are also commonly referred to as web forums, message boards, discussion boards, (electronic) discussion groups, discussion forums and bulletin boards.

Instant Messaging (IM)

A form of real-time communication between two or more people based on typed text. The text is conveyed via computers connected over a network such as the Internet.

Listserv

LISTSERV was the first electronic mailing list software application. The word "listserv" is now often used as a generic term for any email-based mailing list application.

Photo Blogs

A form of photo sharing and publishing in the format of a blog, but differentiated by the predominant use of and focus on photographs rather than text.

Short Message Service (SMS)

Often called text messaging, a means of sending short messages to and from mobile phones.

Email

Cards

Like postcards, emailed cards reflecting content relevant in message or style.

Newsletters

Regularly distributed electronic publication generally revolving around one main topic of interest to subscribers.

One-to-One (HTML/Text)

A customer relationship management (CRM) strategy emphasizing personalized interactions with customers via individually customized email.

Viral Buzz

Distribution of brand information in a self-replicated manner where constituent groups are encouraged to forward content to others on a voluntary basis.

Search

Aggregators

A web feed aggregator, also known as a feed reader, is client software or a web service which aggregates syndicated web content such as news headlines, blogs, podcasts, and vlogs in a single location for easy viewing.

Blog Search Engines

A search engine specialized in searching blogs.

Keywords

A keyword or meta tag used in HTML to help index web pages.

Pay-Per-Click (PPC)

An advertising model used on websites, advertising networks, and search engines where advertisers pay when a user clicks on an ad to visit the advertiser's website.

Search Engine Optimization (SEO)

The process of improving the volume and quality of traffic to a website from search engines via "natural" ("organic" or "algorithmic") search results.

Social Media Optimization (SMO)

A way to optimize websites so they are more easily connected or interlaced with online communities and community websites, also called social media sites.

Social Computing

Folksonomy

A user-generated taxonomy used to categorize and retrieve web content such as web pages, photographs and web links, using open-ended labels called tags. Folksonomic tagging is intended to make a body of information increasingly easy to search, discover, and navigate over time.

Social Bookmarks

A way for Internet users to store, classify, share and search Internet bookmarks.

Wiki

A web application designed to allow multiple authors to add, remove, or edit content. The multiple author capability of wikis makes them effective tools for mass collaborative authoring.

Syndication

Content Partners

Extensible third party content management benefiting two or more parties—typically managed by one RSS administration source or tool.

Email Notification

New website content updates sent to subscribers via email.

Really Simple Syndication (RSS)

An RSS document, which is called a “feed,” “web feed,” or “channel,” containing either a summary of content from an associated website or the full text. RSS makes it possible for people to keep up with their favorite websites in an automated manner that’s easier than checking sites individually.

Tagging

A relevant keyword or term associated with or assigned to a piece of information (e.g., a picture, article, or video clip) describing the item and enabling keyword-based classification of information for the purpose of retrieval.

Websites

Education/Edutainment

A form of entertainment designed to educate as well as to amuse.

Games (Advergaming)

The practice of using video games to advertise a product, organization or viewpoint.

Microsites

An individual web page or cluster of pages meant to function as an auxiliary to a primary website. Also known as a minisite or weblet, a microsite’s main landing page has its own URL.

Online Ads

Online advertising includes search engine, desktop, online directories, banner ads, networks and opt-in email advertising.

Podcasts

A digital media file or series of such files distributed over the Internet using syndication feeds for playback on portable media players and personal computers.

PR (Public Relations)

Managing the outside communication of an organization or business to create and maintain a positive image. Online example: PRWeb.com, blogs.

Viral

Marketing techniques that use pre-existing social networks to produce increases in brand awareness through self-replicating viral processes.

Vlogs

A video blog, with regular entries typically presented in reverse chronological order. Vlogs often combine embedded video or a video link with supporting text, images, and other metadata.

Web Radio

Web radio or Internet radio is an audio broadcasting service transmitted via the Internet.

Webcast

A live media file distributed over the Internet using streaming media technology. Essentially, webcasting is broadcasting over the Internet.

Webinars

A seminar presented over the Internet. The presenter may speak over a standard telephone line, pointing out information being presented on screen, and the audience can respond using their own telephones.

Analytics

A/B Testing

A method of testing advertising by which a baseline control sample is compared to a variety of single-variable test samples. A classic direct mail tactic, this method has been adopted within the interactive space to test tactics such as banner ads, email and landing pages.

Multivariate

A collection of procedures which involve observation and analysis of more than one statistical variable at a time.

Qualitative Market Research

A set of market research techniques designed to obtain data from a relatively small group of respondents, analyzed by respondents' qualitative responses instead of via statistical techniques.

Quantitative Market Research

The application of quantitative research techniques to the field of marketing, typically involving a large group of respondents providing data for statistical analysis.

Web Analytics

The study of the behavior of website visitors. Data collected may include web traffic reports, email response rates, direct mail campaign data, sales and lead information, user performance data such as click heat mapping, or other custom metrics.

Diagnostics

Market Research

The systematic process of gathering, recording, auditing and analyzing data about customers, competitors and the market.

Examples: Business-to-Business (B2B) Market Research investigates the markets for products sold by one business to another, rather than to consumers. Whereas Consumer Market Research is a form of applied sociology which concentrates on understanding the behaviors, whims and preferences of consumers.

Marketing Plan

A written document outlining strategies and tactics to be utilized to achieve marketing and/or sales goals.

Marketing Studies and Surveys

Any form of data gathering set on discovering, interpreting, and revising knowledge on different aspects of a product or brand. A wide range of methods from extensive clinical trials to basic focus group events may be employed depending upon objectives.

Usability Tests

A means for measuring how easily people can use a human-made object such as a web page, computer interface, document, or device for its intended purpose.

Logistics

Database Marketing

A form of direct marketing using a database of customers' or potential customers' information to generate personalized communications to promote a product or service. The method of communication can be any addressable medium, as in direct marketing.

Strategic Planning

Often a subset of a marketing plan, strategic planning at a logistical stage encompasses activities aimed at establishing and aligning next-step actions based on previously gathered data in diagnostic phases.

The goal of strategic planning is to concentrate and manage an organization's resources—maximizing opportunities to increase sales and achieve a sustainable competitive advantage.

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