

Actors of advertising

- **Advertisers / spenders** → producers of goods & services who want to sell
- **Agencies** → provide services for creating, placing & evaluating ad campaigns
- **Media** → sell space to agencies & spenders
Ad revenues pay for large part of media that we rely on for info & entertainment → bigger audience = possibility of charging bigger fees.
- **Public / Audience / prospects** → target of media & advertisers (psychological profile & viewing patterns studied closely)
→ Segmented audience

ADVERTISING AGENCIES

- Some 15 regrouped in the *Association of Advertising Agencies (AAA)* - (Cread, Publico, Circus, P&P Link, etc.)
- Some affiliated with international agencies (Mc Cann, Publicis, Grey, Ogilvy Mather, Saatchi and Saatchi, FCB, etc.)

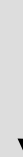
RESEARCH AGENCIES

ANALYSIS INDIAN OCEAN /
Research Internationala;

DCDM

MEDIA MONITOR

PWC



Using professional level or
revenue classification of people.

Providing regular or ad-hoc
media surveys.

Media

- TV
- Radio
- Press
- Cinema
- Billboard
- + Internet

Key media players

TELEVISION

- Public television MBC - 3 analogue channels + digital TV
- Pay TV (satellite and encrypted TV)
- Canal Satellite, Parabole Maurice, DSTV, LSS

PRESS

French: Le Mauricien, L'Express, Week-End, 5- Plus, Defi-Plus, etc.

English: News on Sunday, Mauritius Times, etc.

RADIO

- Public Radio MBC - 5 channels –
- Private Radio stations: Radio One, Radio Plus and Top FM - multi lingual

BILLBOARD / OUTDOOR

Clear channel / Visuel

Trait d'Union

Mobil Affiche

Flower Ad

Transport providers

Television

- Television consumption: Weekly consumption of nearly 30 hours by Mauritians
(IBA Survey – nov 2002)
- 277,400 TV sets (licensed in 2006)

Television

- **Commercial spots: 10, 15, 30 secs, etc.**
 - Short and incisive messages
 - Visually creative
 - Condensed story
- **Infomercials**
 - Longer format
 - Develop arguments leisurely
 - Possibility of direct response device
- **Billboard Spots** (still screen or series of still shots)
- **Sponsoring spots** (before or after programme)

Parameters

- Target audience
- Cost / budget
 - Concept / script – production – media buying
- Timing → programmes within or around which break occurs (e.g. 19h30 News, Feature film, Cartoon)

Radio

- Radio consumption: weekly consumption of nearly 27 hours (IBA survey – nov 2002) + 90.1% have a radio set at home
- 10 – 15 – 30 secs spots
- Sound dimension
- Appropriate texts and voices / tones / textures
- Placement
- Repetition

Press

- Visual and text design
- Format / size
- Use of colour
- Message, contacts
- Placement
 - Page in which inserted
 - Special dossiers

Press readership

- Daily readership: 31% of adult population read at least one daily, each week .
- Weekly newspaper: 68% of adult population read at least one Sunday publication
- 80% of the population read either a daily or a weekly, each week

(source: Analysis Mediatrend 2001)

- CSO → 8 dailies, 34 weeklies, 4 others in 2006

Billboards

- Where? Series of spots
- Size (4 X 3)
- Visibility of message
 - Simple & short
 - Easy to decode
 - Incisive
- Timing → when?
- Special production process

Internet

- Web banners
 - Which web sites? → traffic generated and target audience
 - Animation, colour
 - Gateway to own website or e-mail
 - Short message → incentive to click
 - Period of time
- 166,000 Internet subscribers in 2007

The economic context

Consumption / Production / Distribution

- Sophistication in FMCG consumption
- Purchasing power
 - Brand substitution
- Closer consumer scrutiny
- Increased competition
- Increased supply
- Deregulation in some markets
- More hypermarkets
- More credit cards used

Media Development

- Outdoor Display
- Indoor display (Showbizz)
- Increase in media offering for advertising
 - slight sophistication
- Pay TV
- Media exposure
- Potential for Digital TV + Mobile

Household income & expenditure

- Population: 1,268,835 (CSO – July 2008)
- Average monthly income per household : Rs19,025 (2006/07)
- Average monthly household consumption expenditure Rs15,188 in 2006/07
- Share of total income
 - 20% of households at the lower end: 6.1%
 - Upper 20%: 45.7%.