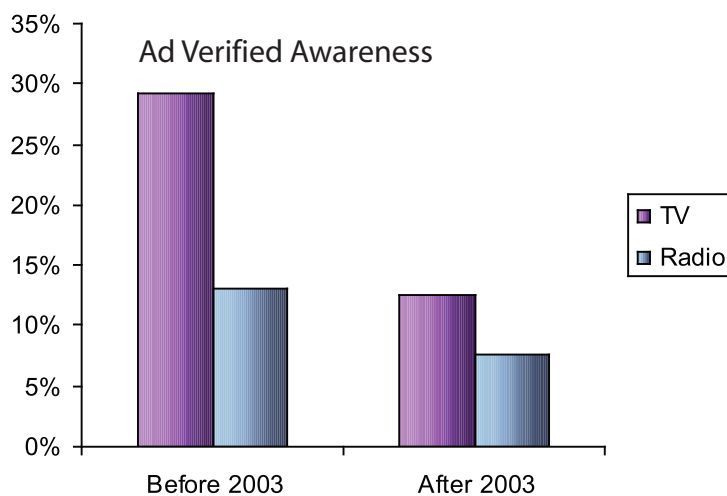




# When TV & Radio Advertising is not enough

**It is much more difficult and expensive for marketers to reach their target audience through advertisements now than it was a couple of years ago.**

Adtrack research data for over 3000 TV and Radio commercials, since 1999 clearly shows that marketers are getting less value per shilling spent on advertisement today!



This is as a result of:-

- Drastic increase in number of Radio and TV stations. Currently we have over 40 Radio stations in Kenya and TV stations are re-inventing themselves due to competition. eg. Citizen TV and NTV have recently rebranded
- An increase in number of companies advertising through electronic media
- Reduced advertising budgets

In conclusion, for a marketing campaign to be successful, marketers have to develop innovative ways of reaching their target audience over and above TV & Radio advertising. Such include print media, advertising in public service vehicles, mobile phone advertising and the more recently 'human billboards'! (*Young folks holding some signage*)

## About Adtrack:

An advertisement post tracking tool that measures:

- **Awareness**
  - Spontaneous
  - Prompted
  - Verified
- **Ad liking**
- **Spontaneous message take out**
- **Brand linkage**
  - Whether consumers can properly link your ad back to the brand



Data source: **ADTRACK**

More information: Call Githinji on **536764/5**,  
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