

## High Awareness, Low Investment



**Tom Coughlin**  
President  
TC Media  
International

*"The past decade has seen many positive changes Latin American pan-regional media — especially cable television, which has come into its own as a viable media option," Tom Coughlin tells inter national ist from his Miami offices. "The cable networks provide significant geographic coverage for a relatively low investment.*

*"The growth of pan-regional cable television has come through providing news, sports and entertainment programming designed to reach upscale multichannel households. There has been increased flexibility with more feeds, allowing copy splits or blacking out certain unwanted markets. While cable television has enjoyed growth, many of the pan-regional print media have been challenged over the years to maintain circulation. Expansion into the online world, though, has provided a platform to recoup lost readers and add new ones.*

*"At TC Media, we have taken advantage of these efficient media for several clients. One client, Audi of Latin America, has used pan-regional media throughout the region for nearly a decade. The campaign combines highly targeted pan-regional cable networks, pan-regional magazines and local heavy-up print support, plus online. There are some variations throughout the region. Not all markets have all models, so we need to*

**“ Latin American cable television is a viable media option. ”**



*have the flexibility to do copy splits. In Mexico, for example, we have a different campaign because Audi offers a different model mix. AlmapBBDO in Sao Paolo handles the pan-regional creative, and Media 8 here in Miami is the online agency. This multiplatform campaign has been extremely successful, and both awareness and sales of Audi cars in Latin America have increased significantly."*

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## Media Integration Entices Advertisers

*"As the competition for ad dollars continues to increase, media owners are offering integrated packages consisting of multiple communication channels — print, online and face-to-face — so as to enable marketers a variety of ways to reach an audience.*

*"Web sites and email newsletters, as*

*well as events and exhibitions, are poised for growth as media owners look to entice advertisers with a multifaceted approach. If media owners wish to remain competitive, they can no longer regard these as unique silos. Each supports the other, along with print, resulting in a fully-encompassing message.*

*"Looking ahead, the integration of audience information (databases) is the next logical step toward media owners being able to more effectively monetize the value of their audience. It is important to know who is consuming media, through what formats, and be able to demonstrate the unique buyers and the brand-loyal consumers."*

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**CHINATRADE**



**“ China is the most extraordinary new business market to be experienced in our lifetime. Everyone at the newly-launched China Trade is bullish about 2007. We are excited to be the first monthly devoted to covering the dynamic world of trade and investment between Western corporations and the People's Republic of China. The information we provide is hard to find and very important in shaping the future of today's commerce. ”**

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**DEBORAH ARMSTRONG**

**NATIONAL GEOGRAPHIC CHANNEL**

**“ Breakthrough marketing in a cluttered media environment requires quality creative and consistent promotions. The cross-platform opportunities of the National Geographic Channel and Magazine provide relevant, seamless integrated marketing solutions under a single brand umbrella. ”**

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