

Adwords Made Easy

WTF?

does BSF or ISDN mean?

This handy little pocket guide explains all those buzzwords you've had to google straight after a meeting. You'll know your VO's to your OOH's in no time. Brought to you from the helpful folks at IAPI and Futureheads.

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Radio

BSF	Basic Studio Fee - aka Daily rate. The amount it costs to have the studio for the day.
Spot announcements	Commercial or public service announcements that are placed on television or radio programs.
Usage	The term given to the amount of time you have paid in order to use this piece of advertising.
Copy instructions	Issuing recording file and clock number to radio station.
Copy clearance	RTE approval of radio script prior to recording.
Clock number	Individual number assigned to each radio recording.

ADR/Looping

"Audio Dialogue replacement - Dialogue that cannot be salvaged from production tracks must be re-recorded in a process called looping or ADR."

Layback

Applying music track to VO.

Foley

Foley is the reproduction of everyday sound effects that are added to film, video, and other media in post-production to enhance audio quality. These reproduced sounds can be anything from the swishing of clothing and footsteps to squeaky doors and breaking glass.

ISDN

Integrated services digital network, an international communications standard for sending voice, video, and data over digital telephone lines or normal telephone wires.

MCPS

Mechanical Copyright Protection Society Ireland Limited (MCPSI) is an organisation which represents thousands of composers and publishers of music. The right involved is a "mechanical" right.

**VO**

Voice Over artist
- The technique
of using the voice
of an unseen
speaker during
film, slides, or
other voice
material.

Radio Package

Common radio packages include TAP (Total Audience Package) which is the distribution of the radio spots across the station schedule from 7.00-23.59 and PT (Prime Time) which is distribution of radio spots across the station schedule from 07.00-19.00.

Radio AQH

Average Quarterly Hour Listenership. Average number of listeners to a particular radio station for at least five minutes during a 15 minute period.

JNLR

The JNLR (Joint National Listenership Research) is a joint industry research project conducted on behalf of the Irish radio industry. JNLR is commissioned and controlled by the JNLR Management Committee with representation from RTE, Today FM, Independent Broadcasters of Ireland, BAI (Broadcasting Authority of Ireland) and agencies represented by IAPI.

Print

Print Proof	An impression on paper of type, an engraving or the like, for the purpose of checking the correctness and quality of the material to be printed.
Bleed	Allowing a picture or ad to extend beyond the normal margin of a printed page, to the edge of the page.
Crop marks	Marks to indicate which portions a photograph or illustration are to be used, and which are to be eliminated.
Pantone Matching System (PMS)	A system that precisely characterizes a colour, so that a colour can be matched, even by different printers. By knowing the Pantone colour specifications, a printer does not even need to see a sample of the colour in order to match it.
Kerning	Spacing between the letters of a word.

Golden Squares

An outdoor format. Not actually golden.

Insertion	Refers to a separate ad put in a magazine, newspaper or other publication.
Direct mail	Marketing communications delivered directly to a prospective purchaser via the An post or a private delivery company.
Gatefold	Double or triple-size pages, generally in magazines, that fold out into a large advertisement.
OOH	Out-of-home advertising - Exposure to advertising and mass media away from one's home. Included are outdoor, point-of purchase, and radio.
Outdoor Posting Cycle	The period over which an outdoor media campaign runs. Outdoor campaigns are bought in blocks of 14 day periods, called cycles. They are 26 cycles in a 12 month calendar.

Shelf talkers

A printed advertising message which is hung over the edge of a retail store shelf, e.g. "On Special," It doesn't actually talk to you!

**6 sheet/light box/
shopper light**

It's got a million names but it's just an outdoor poster.

Press Circulation

The total number of newspapers publications sold or give away. Most publications have their circulation figures attributed to the Audit Bureau of Circulation (ABC).

Press Readership

The total number of people who read a newspaper publication. It is made up of those who purchase and read the publication PLUS those who they pass their copy onto too. Readerships figures are published in the JNRS, Joint National Readership Survey.

POS (Point of Sale)

Including Sales brochures, catalogues, spec sheets, etc., generally delivered to consumers (or dealers) by a sales person rather than by mass media.

Barker

Another piece of POS predominantly used for pricing in supermarkets, doesn't actually bark though.

Wobbler

Piece of Point of Sale material that literally wobbles on a shelf.

Retouching

To alter photographs, artwork, or film to emphasize or introduce desired features and also to eliminate unwanted ones.

JNRS

The Joint National Readership Survey (JNRS) is the most definitive and respected benchmark in determining the buying and selling of advertising space in the print media in Ireland.

6 sheet, 48 sheet, 96 sheet

All various sizes for outdoor signs or posters.

Digital

Content

The single most overused word in marketing at the moment. It refers to the creation and sharing of media, advertising and publishing information to acquire and retain customers.

Listicals

The new IN “content” format - 5 ways to improve your life without doing anything at all to improve it. [Click here for more.](#)

Flash

Software that plays animations and videos created in software such as adobe reader showcasing a certain movement and visual.

HTML 5

The standard programming language for describing the contents and appearance of Web pages.

Social Object

Is this just a way of you telling me you don't know what you want, in what format you want it, but you want it to live on some form of social platform?

CMS	A content management system (CMS) allows a user to interact with and change elements on a website without having code level experience.
VOD/Pre Roll	Amended shorter TV copy for online audiences who are watching video on demand such as ads on YouTube before your video plays.
Leaderboard	A Leaderboard is a popular type of banner advertisement. It is rectangular in shape and usually at the top of a website.
Skins	Side panel ads of a website.
SEM and SEO	SEM (Search Engine Marketing) is commonly categorized as natural search, organic search or unpaid search.
HPTO	Homepage takeover - WE OWN THIS SITE!!!!!! (For today anyway).

Skyscraper/ Super Sky

It scrapes no
skies, but it's tall
and skinny. The
Victoria's Secret
of the display
models if you will.

Display	The term used to describe digital ad formats, like HPTO, MPU, Sky Scraper etc.
Online Impressions	The number of views a webpage and all it's parts including the advertising embedded within it. Ad impressions is how online display advertising is commonly sold.
Online Clicks or Click Throughs	The number of times an ad is physically clicked on by users as they browse a particular web page.
CPC	Cost Per Click. Using a CPC bidding model such as Google, it is the actual cost you pay when someone clicks on an ad.
MPU	Mid-page unit. A square format. Usually, in the middle of the page.

General

WIP

Every person ever to start in advertising!
Work in progress, it is usually a document to keep clients up to date on their campaigns, they can also be status meetings with clients.

KPI

Key performance indicator. Targets and measures for a campaign.

CPA

Critical Path Analysis - A document laying out the timeline of the project from start to finish including deadlines for various elements to ensure the project is completed on time. Why can't we all just say timing plan?!?

Above/Below/Through The line

This magical line that we all dance around - what is it? How marketing activities are classified? Who drew it?

Proposal

Am I getting a ring? Is anyone getting one? Is this real life. A plan outlining actions required to achieve the brief presented.

Above the line (ATL)

ATL covers mass media advertising such as TV, Radio, Press and Digital.

Below the line (BTL)

BTL covers more direct advertising and involves distribution of leaflets, pamphlets etc., in store promotions, sampling, and direct mail and experiential.

Through the line (TTL)

Integration of both ATL and BTL activities.

Strategic planning

Outline of the steps required to reach an objective based on insights and research.

Proposition

Client: Come back to me with a proposition. Sounds kinda dodgy when you think about it! Proposition is the single thing we are going to say to address the insight.

Generation X /Y

Buzzword used to attempt to classify people based on when they were born Gen X is the generation born after the Western Post-World War II baby boom. It's a term used to group those born between the 1960s to the early 1980s. Generation Y is used to describe those born between the 1980's and the year 2000, and these individuals are sometimes referred to as the Millennial Generation, or simply Millennials.

E.g. Client: We need to target Millennials as they have the most disposable revenue to hand so let's infiltrate their social space to intersect them along the path to purchase.

Insight

The belief or behaviour discovered in your target market.

Infographics

Infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly the next PowerPoint ladies and gents. Be prepared to hate them passionately. A new age diagram.

Glocal

A suit asked did I think the campaign was 'glocal'. I was like what... global and local...

Billings

Total amount charged to clients, including the agency commission, media costs, production costs, etc.

Blended Rate

This is where the same rate is charged to the client for all members of the team working on their account i.e. the Account Executive will be charged at €120 as will the Creative Director. Further information on rates can be found at www.iapi.ie/findingtherightagency

Buzzword

The marketing jargon that this book is filled with, that you'll find yourself eventually using and part of your soul will die.

Tag line

A slogan or phrase that visually conveys the most important product attribute or benefit that the advertiser wishes to convey. Generally, a theme to a campaign.

USP

Unique selling proposition, the unique product benefit that the competition cannot claim.

Let's take this offline!

What is this? We're not online? You're sitting right in front of me!

Meaning:

Someone's about to get a b*****ing and don't want it to happen in front of the rest of the people at the meeting.

TV

Grading	Process of altering and enhancing the colour of a motion picture, video image, or still image either electronically, photo-chemically or digitally.
Target Audience	Groups in the community selected as being the most appropriate for a particular media campaign. The target audience is generally defined in demographic terms.
Universe	The size of your target audience, usually expressed in thousands.
Coverage	<p>The percentage of people within a target audience who are exposed to an advertisement. It is also a calculation of how many times they see an advertisement.</p> <p>1+ Coverage measures how many times the target audience saw the advertisement at least once.</p> <p>2+ Coverage measures how many times the target audience saw the advertisement at least twice.</p>

Media

Average Frequency

Average number of times the target audience are exposed to the advertisement during the length of the media campaign. Also referred to as OTS (Opportunity to see) and OTH (Opportunity to Hear).

Audience Share

The TV viewers/radio listeners to a station at a specific time expressed as a percentage of the overall viewership/listenership figures at a specific time.

TV Quality

Includes PIB (Position in break), CVE (Centre Vs End) and peak, split between early peak (18.00-20.59) and late peak (21.00-23.29).

Ad Dynamix

Ad Dynamix is a media monitoring tool, which uses Nielsen media research data. It allows media agencies to analysis advertising expenditure against advertiser, brand, category and individual media over the last 5 years. This web based tool is controlled by Nielsen.

CPT

Cost Per Thousand
– the average cost
of reaching 1,000
people in your
target audience.

XPERT

XPERT is a TV planning and analysis tool, which uses past TV viewing data to predict future viewing patterns during specific dayparts. The tool uses TV data supplied by Nielsen to enable media agencies to optimize TV campaigns and calculate the coverage and frequency of TV campaigns based on campaign timings, station mix and target audience.

This desktop tool is controlled by Kantar Media.

MediaPlanner+

MediaPlanner+ is a press planning and analysis tool, which incorporates bi-annual JNRS (Joint National Readership Survey) data. It allows media agencies to optimize press schedules and calculate campaign coverage and frequency based on a customized target audience. This web based tool is provided by Telmar UK.

DoubleClick

DoubleClick is a tool used to deliver online adverts to an end user's computer via an ad management system. This online ad serving tool allows agencies to target, plan, deliver and report on their online advertising campaigns.



GRP

Gross Rating Point represents 1% of a target audience exposed to the advertisement at a specific time. Commonly referred to as a TVR (Television Ratings on TV),

TGI

Target Group Index. An annual survey of 3,000 adult's ages 15+ in the Republic of Ireland and 2,000 adults aged 15+ in Northern Ireland. This desktop tool provides valuable insight into their consumer's demographics, attitudes and brand usage and media consumption. The survey is conducted by Kantar Media.

MediaStar

Mediastar is a radio planning and analysis tool, which incorporates quarterly JNLR (Joint National Outdoor Readership) radio listening data and allows media agencies to optimize radio campaigns and calculate coverage and frequency based on a customized target audience. The desktop tool is controlled by market research specialists ESPRI.

CAFAS

CAFAS is an OOH (Out of Home) planning and analysis tool, which incorporates JNLR (Joint National Listenership Research) data and allows media agencies to optimize OOH campaigns. CAFAS takes into account the visibility of outdoor panels to report a more accurate coverage and frequency.

COMSCORE

ComScore is an internet analysis tool which provides insights into consumers' online behaviour and details their demographic characteristics, attitudes, lifestyles and other offline activities. Media agencies can use this data to identify, reach and target online audiences and optimize online campaigns.

Google Insights

Google Insights for search is a service by Google, which provides insights into the search terms people have been entering into the google search engine. The tool displays top searches and rising searches that may help with keyword research. Search volume patterns can be compared across specific regions, categories, time frames and properties.

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