

How to Target Your Advertising Effectively as the Economy Recovers

Guam's 2023 Media Study

What people read and watch in Guam has changed drastically over the past five years. The media landscape is very different today. The PDN has changed ownership, television viewership has changed with the rise in popularity of streaming services and social media consumption continues to grow. With the increase in media consumption as well as the cost of advertising, it is imperative to understand where your customers get their information and where they go to be entertained. Understanding these changes can increase the reach and impact of your business's spending on advertising and probably save you money.

What if there was a way for businesses to identify which channels to effectively market their products through? The 2023 Media Study is the latest in a series of studies that started more than 20 years ago. After a hiatus created by the pandemic this new study will be the first since 2018. Traditionally every two years Market Research and Development (MR&D) provided Guam's gold standard in consumer media data consumption. This media study is used as a benchmark for how consumers utilize media. So, what does this media study provide?

There are three separate moderately priced modules to choose from: Broadcast, Print, and Digital. These modules can be purchased individually or all together to meet the needs of your marketing decisions. There are eight different demographic and economic descriptors used to parse what medium, how much and when consumers read, watch, listen and engage with media available in Guam. Our broadcast module includes an up-to-date assessment of consumers' top-of-mind awareness, familiarity with radio stations and television programming, tracking daily listenership and viewership by day and time period, and more!

Then let's say you're looking to reach your target market in print media. We can assess general perceptions of news sources to include reliability and accuracy, as well as a daily tracking of readership and time length. Additionally, we can also assess the sections of the news that are most important to readers.

Wanting to reach a trending audience? Our digital media module is a fit for you! Our module can assess the length of time consumers are spending online for leisure, identify the leisure activities, devices, and methods they use to access online information, and more!

This media study will help your business save money by being able to identify which media outlet is fit for your target market and how to effectively market to them!

As the economy recovers, now is the right time to adjust your advertising strategy to gain a competitive advantage. Contact us on mrdmicronesia.com or admin@mrdmicronesia.com for more information on how this study can help you do that!