

RESOURCE 7: TRADITIONAL MEDIA

<p>When your customer wakes up, do they wake up with an alarm or talkback radio? Can teams advertise on radio or a podcast?</p>	
<p>Do they eat toast or cereal? Can teams promote on the back of a cereal box or in a magazine that might be read at breakfast?</p>	
<p>Do they walk, ride or catch public transport to and from work? Is there an opportunity on transient media, bus internals, ADshells, chalking on the street?</p>	
<p>Do they go to the gym after work or go out for a drink with work friends? Tents cards on tables or bathroom wall ads?</p>	