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Media Planning and Strategy



Media Terminology

- **Media Planning** - A series of decisions involving the delivery of messages to audiences.
- **Media Objectives** - Goals to be attained by the media strategy and program.
- **Media Strategy** - Decisions on how the media objectives can be attained.
- **Media** - The various categories of delivery systems, including broadcast and print media.
- **Broadcast Media** - Either radio or television network or local station broadcasts.



Media Terminology

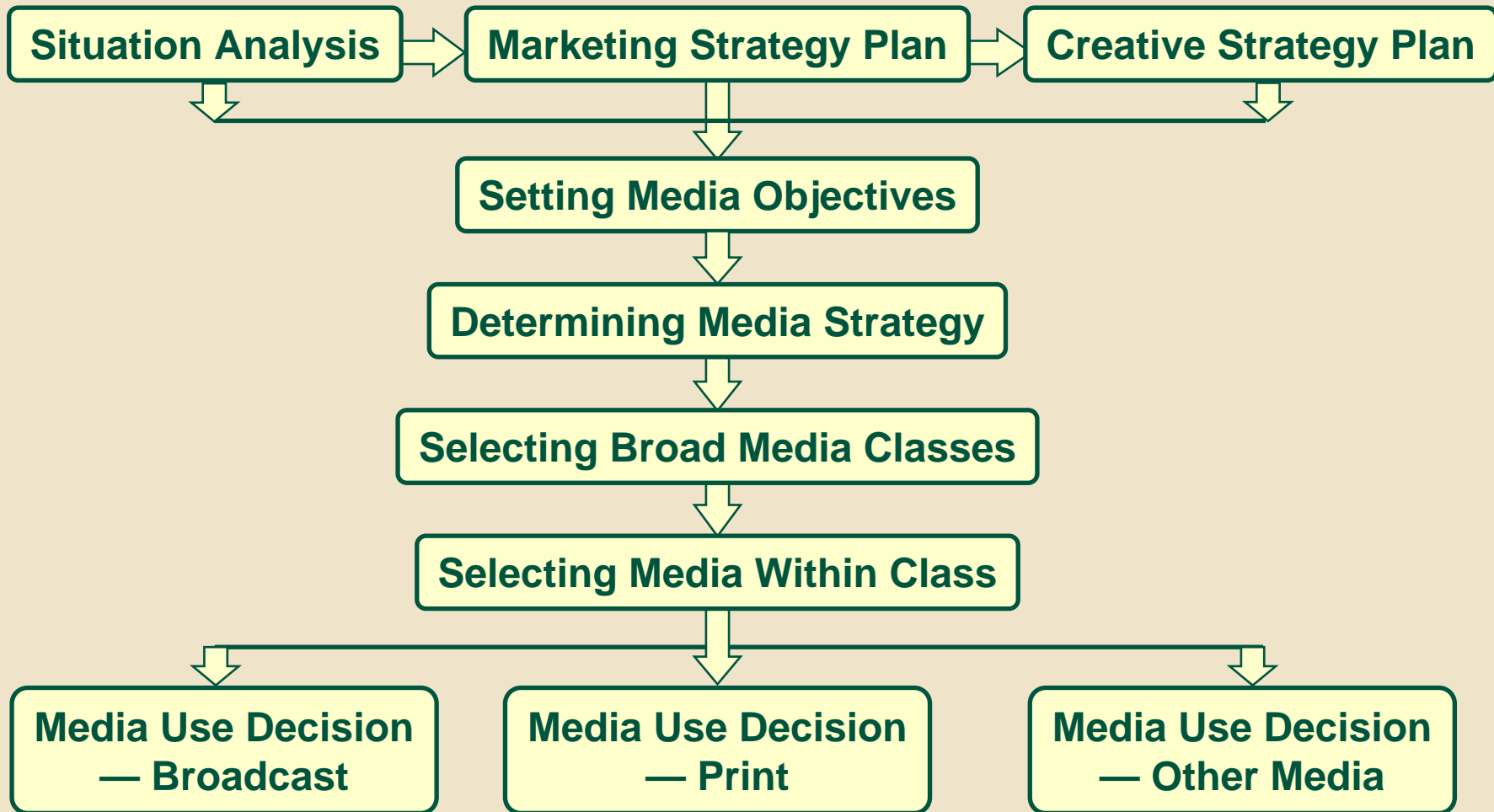
- **Print Media** - Publications such as newspapers and magazines.
- **Media Vehicle** - The specific message carrier, such as the Washington Post or 60 Minutes.
- **Coverage** - The potential audience that might receive the message through the the vehicle.
- **Reach** - The actual number of individual audience members reached at least once by the vehicle in a given period of time.
- **Frequency** - The number of times the receiver is exposed to vehicle in a specific time period.



Problems in Media Planning

- Lack of information
- Inconsistent terms
- Serious time pressure
- Measurement problems

Developing the Media Plan



Developing the Media Plan

Analyze the Market

Establish Media Objectives

Develop Media Strategy

Implement Media Strategy

Evaluate Performance

MRI Report on Cell Phone Users

3.1% of all adults purchased a cellular phone in the past year. Of this group, women account for 51.1%; 36.4% graduated from college; 26.0% are age 25 to 34; and 15.1% have \$50,000 to \$59,999 household income. Members of this group are 62% more likely than average adults to have purchased a cellular phone in the past year.

	Population (000)	Percent of Base
Base: All adults	5,863	3.1%
	Percent of Target	Index

Where to Promote?

Brand and Category Analysis

Brand Development Index

BDI =

Percentage of brand sales to
total US sales in market

Percentage of total U.S.
population in market

X 100

Where to Promote?

Brand and Category Analysis

Category Development Index

$$\text{CDI} = \left(\frac{\text{Percentage of product category total sales in market}}{\text{Percentage of total U.S. population in market}} \right) \times 100$$

Brand and Category Analysis

High BDI

Low BDI

High CDI

**High market share
Good market
potential**

**Low market share
Good market
potential**

Low CDI

**High market share
Monitor for sales
decline**

**Low market share
Poor market
potential**

Brand and Category Analysis

High BDI

Low BDI

High CDI

The market usually represents good sales potential for both the product and the brand.

The product category shows high potential but the brand isn't doing well; the reason should be determined.

Low CDI

The category isn't selling well but the brand is; may be a good market in which to advertise but should be monitored for sales decline.

Both the product category and the brand are doing poorly; not likely to be a good place to advertise.



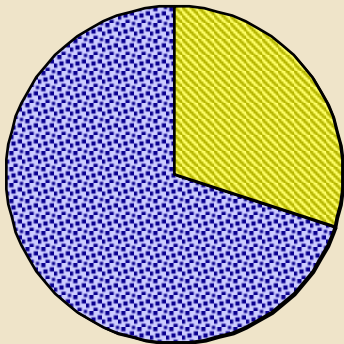
Media Planning Criteria Considerations

- The media mix
- Target market coverage
- Geographic coverage
- Scheduling
- Reach versus frequency
- Creative aspects and mood
- Flexibility
- Budget considerations

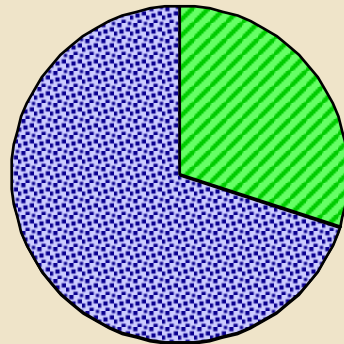
Target Audience Coverage

- Population excluding target market
- Target market
- Media coverage
- Media overexposure

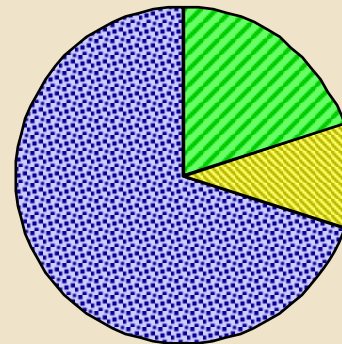
**Target
Market
Proportion**



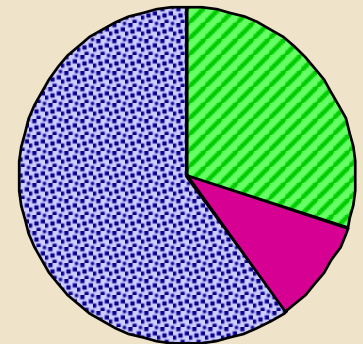
**Full
Market
Coverage**



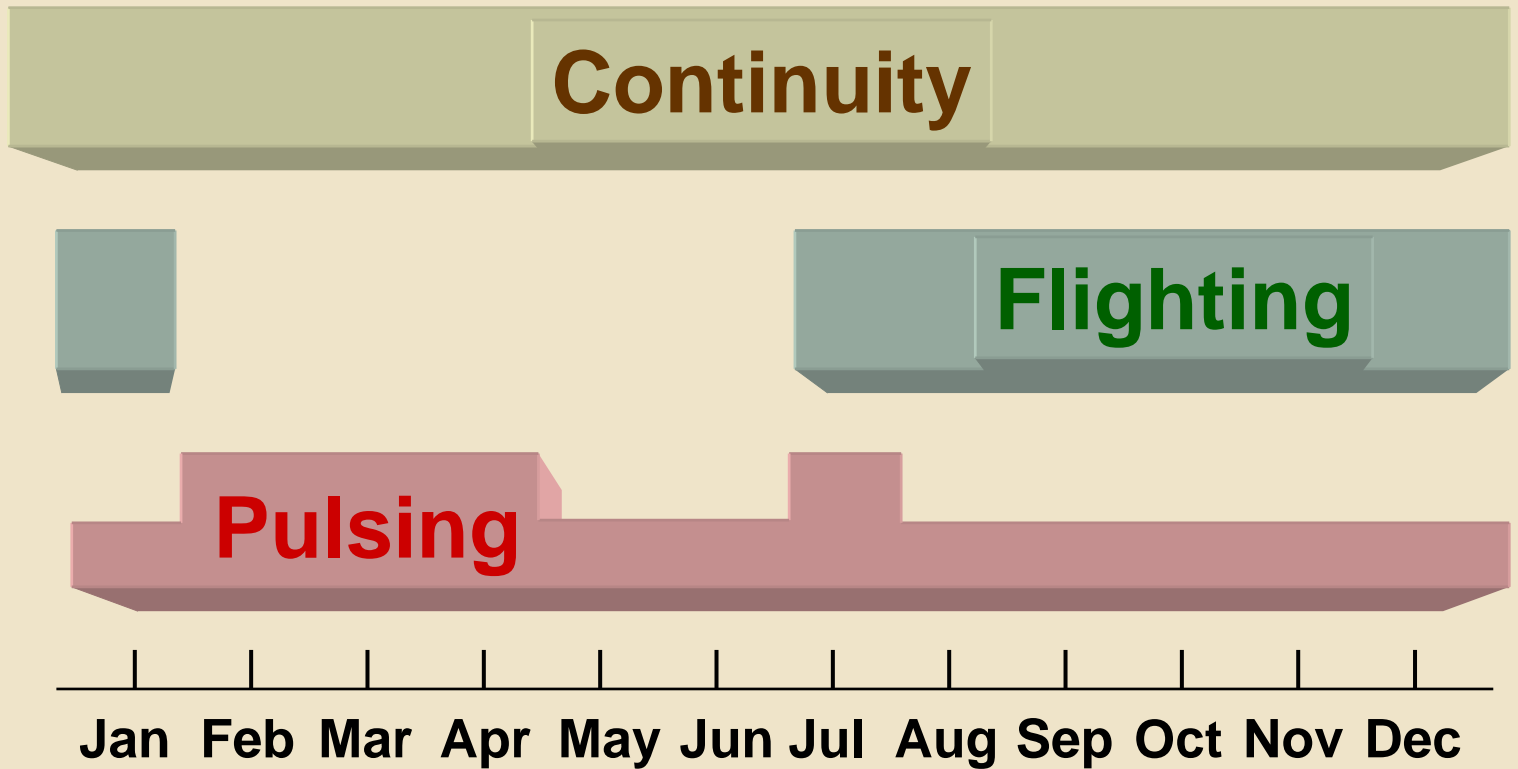
**Partial
Market
Coverage**



**Coverage
Exceeding
Market**

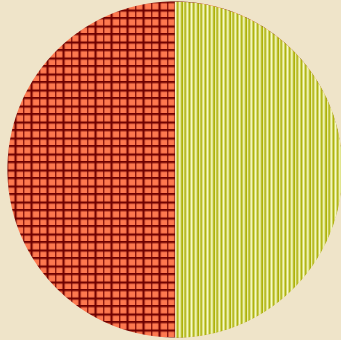


Three Scheduling Methods



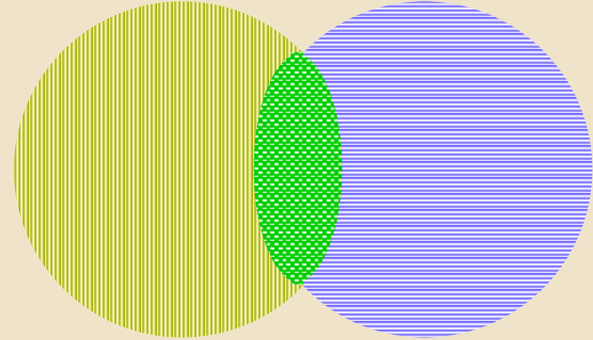
Reach and Frequency

Reach of One Program



Total market audience reached

Reach of Two Programs



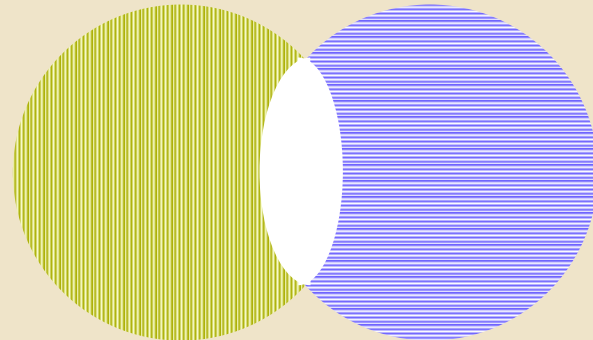
Total market audience reached

Duplicated Reach of Both



Total reached with both shows

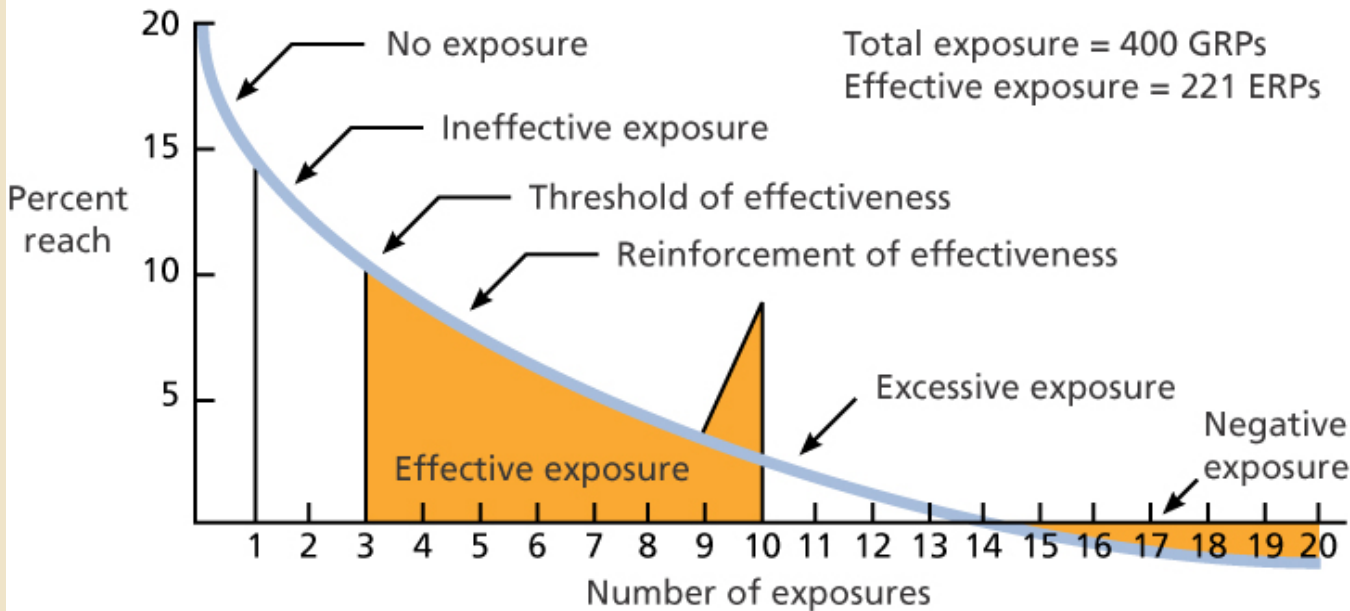
Unduplicated Reach of Both



Total reach less duplicate

Graph of Effective Reach

**Total Exposure versus Effective Exposure
of a Prime-Time Television Schedule**



GRPs = Gross rating points
ERPs = Effective rating points



Effects of Reach and Frequency

1. One exposure of an ad to a target group within a purchase cycle has little or no effect in most circumstances.
2. Since one exposure is usually ineffective, the central goal of productive media planning should be to enhance frequency rather than reach.
3. The evidence suggests strongly that an exposure frequency of two within a purchase cycle is an effective level.
4. Beyond three exposures within a brand purchase cycle or over a period of four or even eight weeks, increasing frequency continues to build advertising effectiveness at a decreasing rate but with no evidence of decline.



Effects of reach and frequency

5. Although there are general principles with respect to frequency of exposure and its relationship to advertising effectiveness, differential effects by brand are equally important
6. Frequency response principles or generalizations do not vary by medium.
7. The data strongly suggest that wearout is not a function of too much frequency. It is more of a creative or copy problem.



Marketing Factors Important to Determining Frequency

- Brand history
- Brand share
- Brand loyalty
- Purchase cycles
- Usage cycle
- Competitive share of voice
- Target group



Message or Creative Factors Important to Determining Frequency

- Message complexity
- Message uniqueness
- New vs. continuing campaigns
- Image versus product sell
- Message variation
- Wearout
- Advertising units



Media Factors Important to Determining Frequency

- Clutter
- Editorial environment
- Attentiveness
- Scheduling
- Number of media used
- Repeat Exposures

Determining Relative Cost of Media

Cost per thousand (CPM)

$$\text{CPM} = \left(\frac{\text{Cost of ad space (absolute cost)}}{\text{Circulation}} \right) \times 1,000$$

Determining Relative Cost of Media

Cost per rating point (CPRP)

$$\text{CPRP} = \left(\frac{\text{Cost of commercial time}}{\text{Program rating}} \right)$$

Television Characteristics

Advantages

- Mass coverage
- High reach
- Impact of sight, sound, and motion
- High prestige
- Low cost per exposure
- Attention getting
- Favorable image

Disadvantages

- Low selectivity
- Short message life
- High absolute cost
- High production costs
- Clutter

Radio Characteristics

Advantages

- Local coverage
- Low cost
- High frequency
- Flexible
- Low production costs
- Well-segmented audiences

Disadvantages

- Audio only
- Clutter
- Low attention getting
- Fleeting message

Magazines Characteristics

Advantages

- Segmentation potential
- Quality reproduction
- High information content
- Longevity
- Multiple readers

Disadvantages

- Long lead time for ad placement
- Visual only
- Lack of flexibility

Newspapers Characteristics

Advantages

- High coverage
- Low cost
- Short lead time for placing ads
- Ads can be placed in interest sections
- Timely (current ads)
- Reader controls exposure
- Can be used for coupons

Disadvantages

- Short life
- Clutter
- Low attention-getting capabilities
- Poor reproduction quality
- Selective reader exposure

Outdoor Characteristics

Advantages

- Location specific
- High resolution
- Easily noticed

Disadvantages

- Short exposure time requires short ad
- Poor image
- Local restrictions

Direct Mail Characteristics

Advantages

- High selectivity
- Reader controls exposure
- High information content
- Opportunities for repeat exposures

Disadvantages

- High cost/contact
- Poor image (junk mail)
- Clutter

Advantages

- User selects product information
- User attention and involvement
- Interactive relationship
- Direct selling potential
- Flexible message platform

Disadvantages

- Limited creative capabilities
- Web snarl (crowded access)
- Technology limitations
- Few valid measurement techniques
- Limited reach