

# Lecture 11

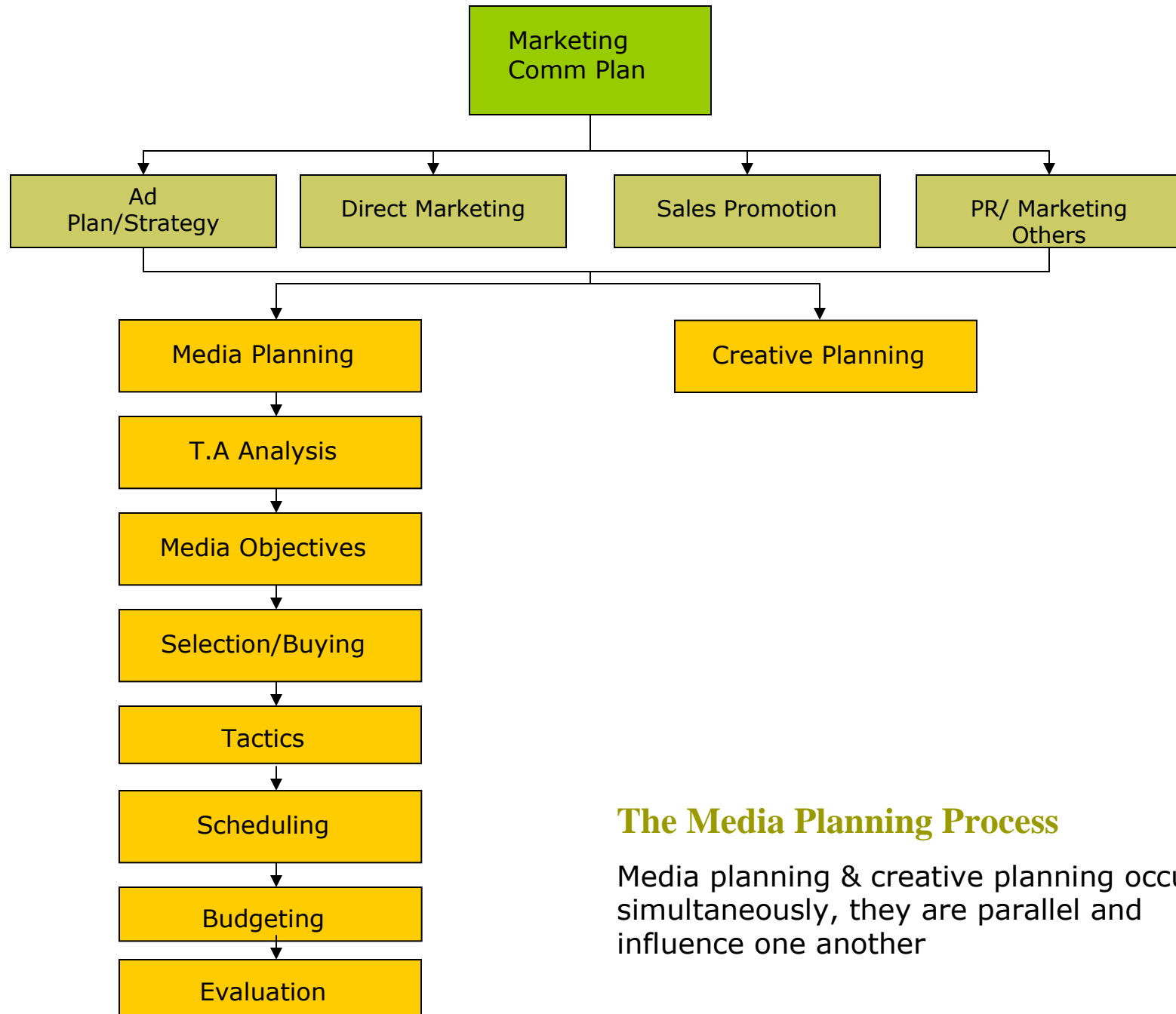


## Media Planning and Buying

# Terms involved

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- **Media Planning:** Series of decisions that determines how space and time is used to achieve advertising objectives.
- **Medium:** A single form of communication
- **Media Vehicle:** A single channel within a medium e.g. tv program, magazine or radio segment.
- **Aperture:** Ideal point of exposure, i.e. exposing the audience to the ad when the interest is high. In other words where the ball meets the bat at the right spot for maximum effect.



### **The Media Planning Process**

Media planning & creative planning occur simultaneously, they are parallel and influence one another

# Changes in Media Planning

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- Due to emergence of new media, the line between media planning and buying has grown hazy
- Today and advertising client is likely to outsource its media planning or develop its own plan

# Setting Media Objectives

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- Choosing the right target audience
- Specifying geographic targets
- Timing
- How long to advertise?
  - Schedule along budget criteria
  - Consumer use cycles
  - Share of voice (% of total ad msgs used by one advertiser)

## Basic Principles in Developing Media Strategies

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- Gathering target data and consumption rate
  - Retail scanners
  - Databases
  - Marketing mix modeling
  - Internet audience measurement
  
- Allocating Media Weight



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## □ Timing and Duration strategies

- Continuity: spreading campaign evenly over a length of time
- Pulsing: Intensifying ads then lowering it and intensifying them again
- Flighting: periods of intense advertising followed by periods of no advertising

## □ Size and length of Ad message

# Measurement terms in Media Planning

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- Gross Impressions
- Gross Rating Points
- Reach
- Frequency
- Average Frequency
- Frequency Distribution
- Cost per Thousand

# Media Buying Functions

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- Providing info to media planner
- Selecting media vehicles
- Negotiating media prices
- Monitoring media performance
- Postcampaign analysis
- Billing and payment

# Staging a Media Plan

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- Background and Situation Analysis
- Media Objectives
- Selection of Media
- Scheduling and Budgeting allocation