



# Media Planning

Marketing Communications 2002

# 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.

# Media Terminology

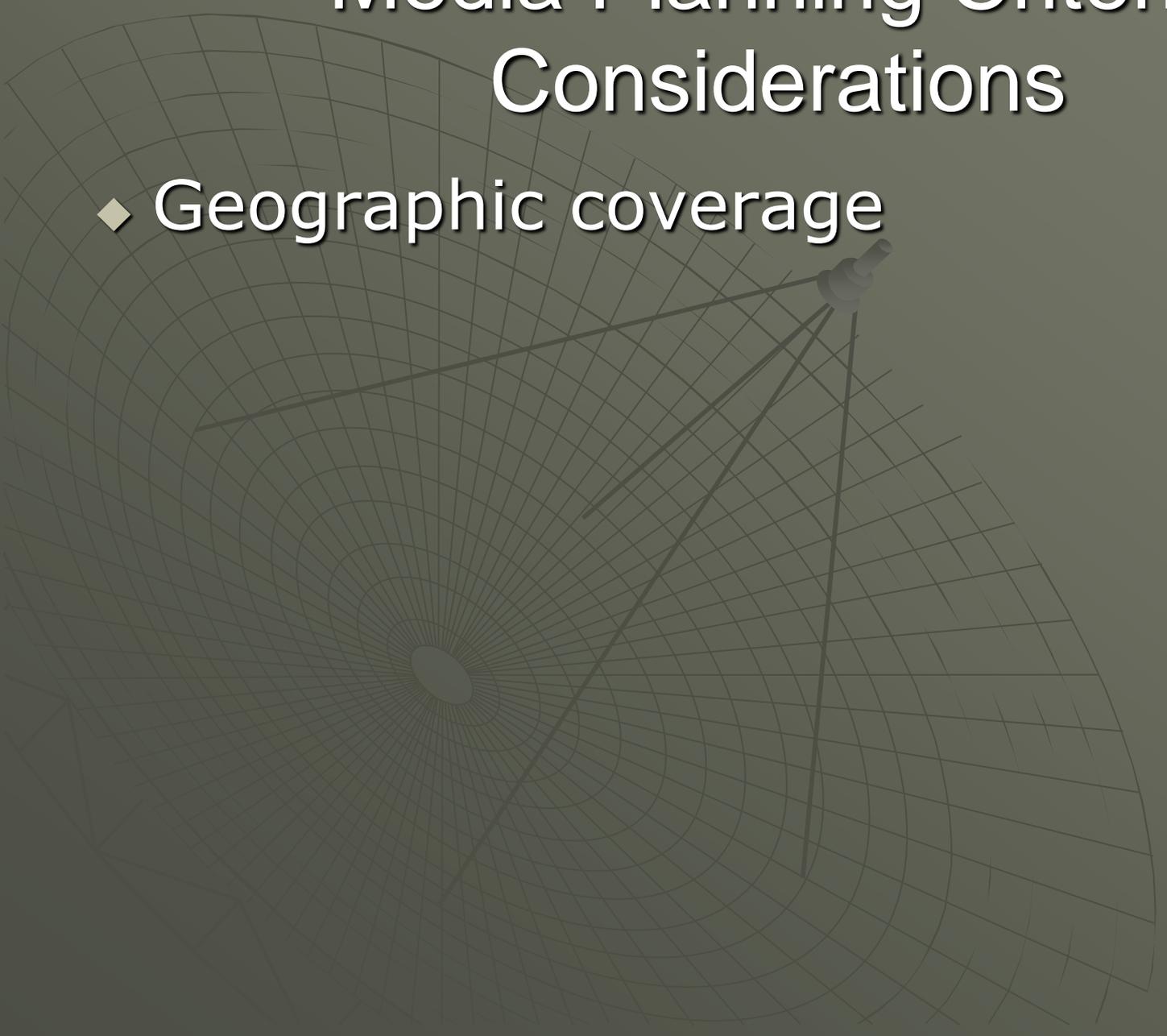
- ◆ Broadcast Media - Either radio or television network or local station broadcasts.
- ◆ Print Media - Publications such as newspapers, magazines, direct mail, outdoor, and the like.
- ◆ Media Vehicle - The specific message carrier, such as the Washington Post or Tonight Show.

# Media Terminology

- ◆ Coverage - The potential audience that might receive the message through the vehicle.
  - TV Homes/Households Using Television
- ◆ Reach - The actual number of individual audience members reached at least once by the vehicle.
- ◆ Frequency - The number of times the receiver is exposed to vehicle in a specific time period.

# Media Planning Criteria Considerations

- ◆ Geographic coverage



# Brand and Category Analysis

## Category Development Index

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

# Brand and Category Analysis

## Brand Development Index

Percentage of brand sales in  
market to total US sales

BDI =

Percentage of total U.S.  
population in market

X 100

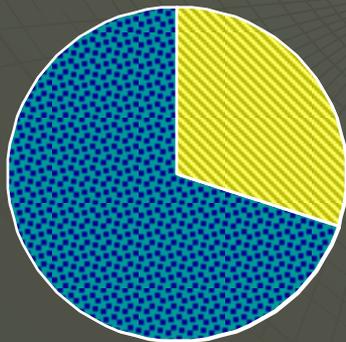
# Media Planning Criteria Considerations

- ◆ Geographic coverage
- ◆ The media mix
  - Target market coverage

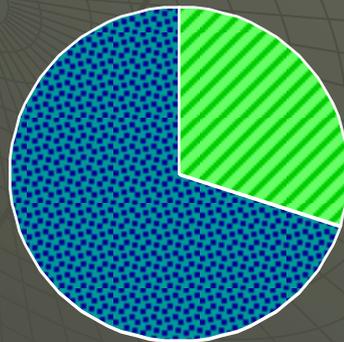
# Target Audience Coverage

-  Population excluding target market
-  Target market
-  Media Coverage
-  Media Overexposure

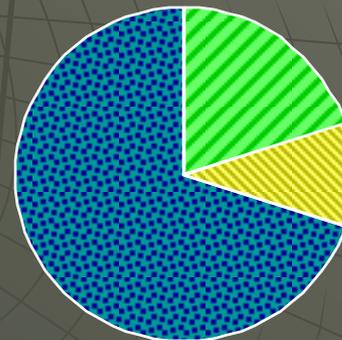
**Target  
Market  
Proportion**



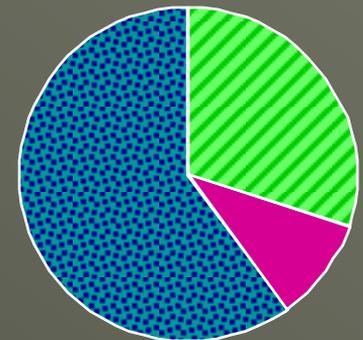
**Full  
Market  
Coverage**



**Partial  
Market  
Coverage**



**Coverage  
Exceeding  
Market**

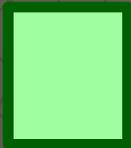


# Media Planning Criteria Considerations

- ◆ Geographic coverage
- ◆ The media mix
- ◆ Target market coverage
- ◆ Scheduling

# Three Scheduling Methods

**Continuity**



**Flighting**

**Pulsing**

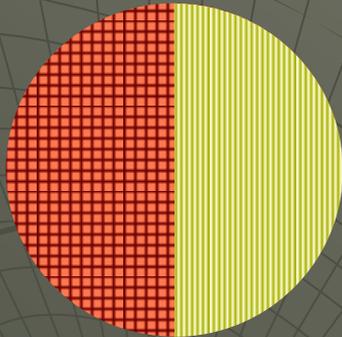
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

# Media Planning Criteria Considerations

- ◆ Geographic coverage
- ◆ The media mix
- ◆ Target market coverage
- ◆ Scheduling
- ◆ Reach versus frequency
  - Reach - The actual number of individual audience members reached at least once by the vehicle.
  - Frequency - The number of times the receiver is exposed to vehicle in a specific time period.
  - GRP (Gross rating point) = Reach x frequency

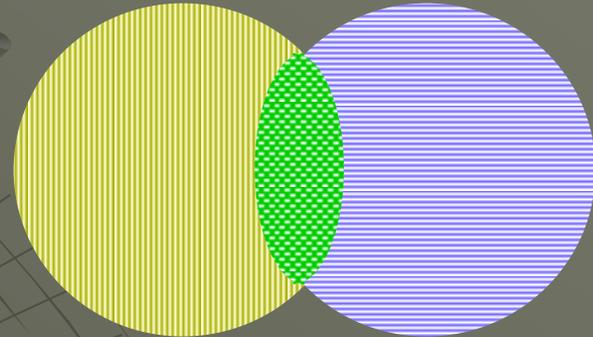
# Reach and Frequency

**Reach of One Program**



*Total market audience reached*

**Reach of Two Program**



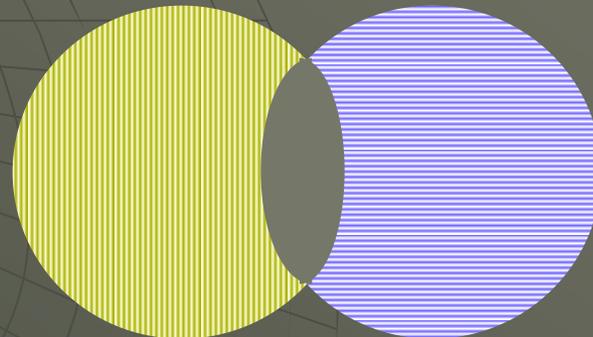
*Total market audience reached*

**Duplicated Reach of Both**



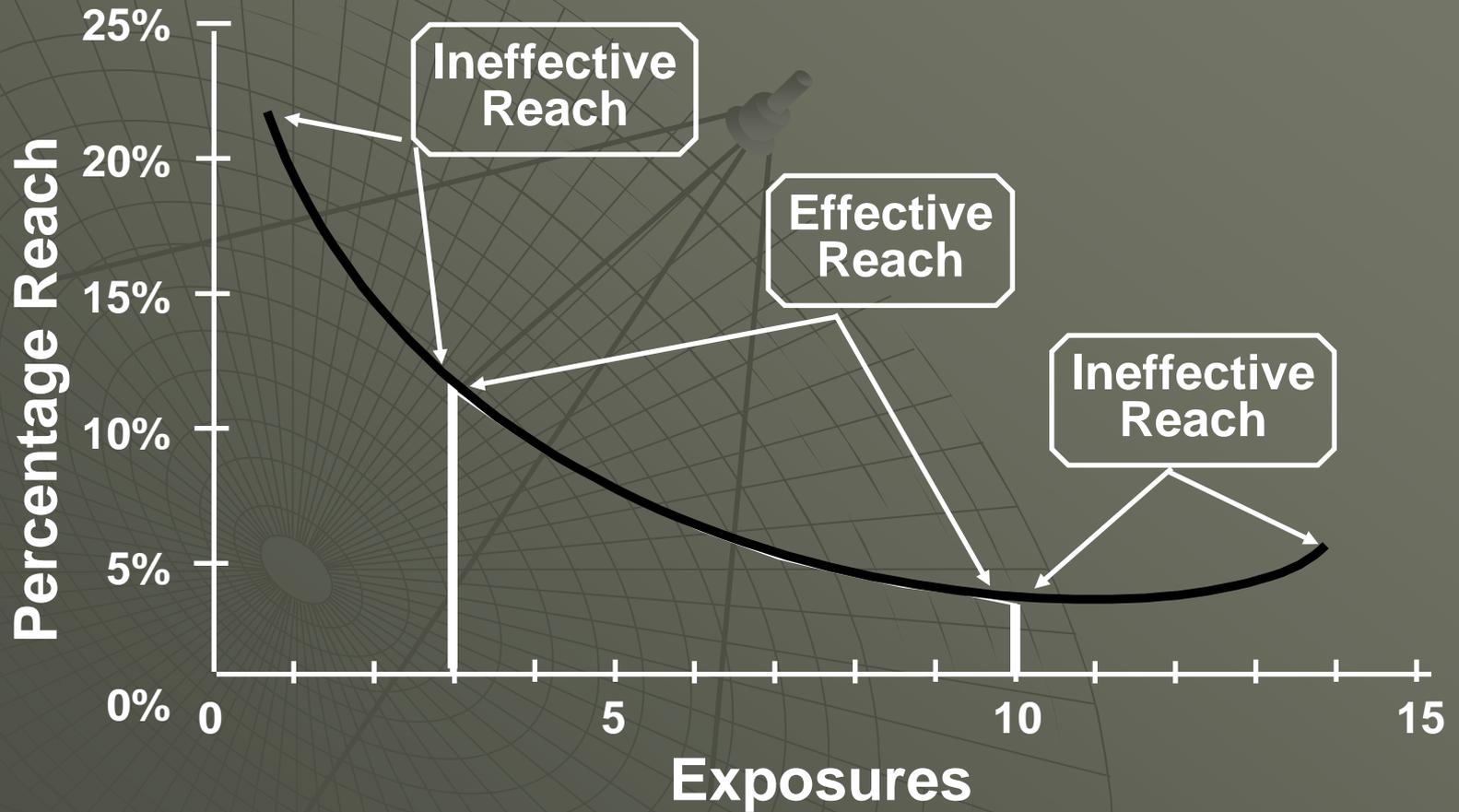
*Total reached with both shows*

**Unduplicated Reach of Both**



*Total reach less duplicate*

# Graph of Effective Reach



# Marketing Factors Important to Determining Frequency

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

# Media Planning Criteria Considerations

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

# Creative Factors In 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

# Media Planning Criteria Considerations

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

# Determining Relative Cost of Media

- ◆ CPM (cost per thousand)

Cost of ad space/time

$$= \frac{\text{Cost of ad space/time}}{\text{Circulation/Audience}} \times 1000$$

- ◆ CPRP (cost per rating point)

Cost of commercial time

$$= \frac{\text{Cost of commercial time}}{\text{Program rating}}$$

# Media Planning Criteria Considerations

- ◆ Geographic coverage
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- ◆ Creative aspects and mood
- ◆ Budget considerations