



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

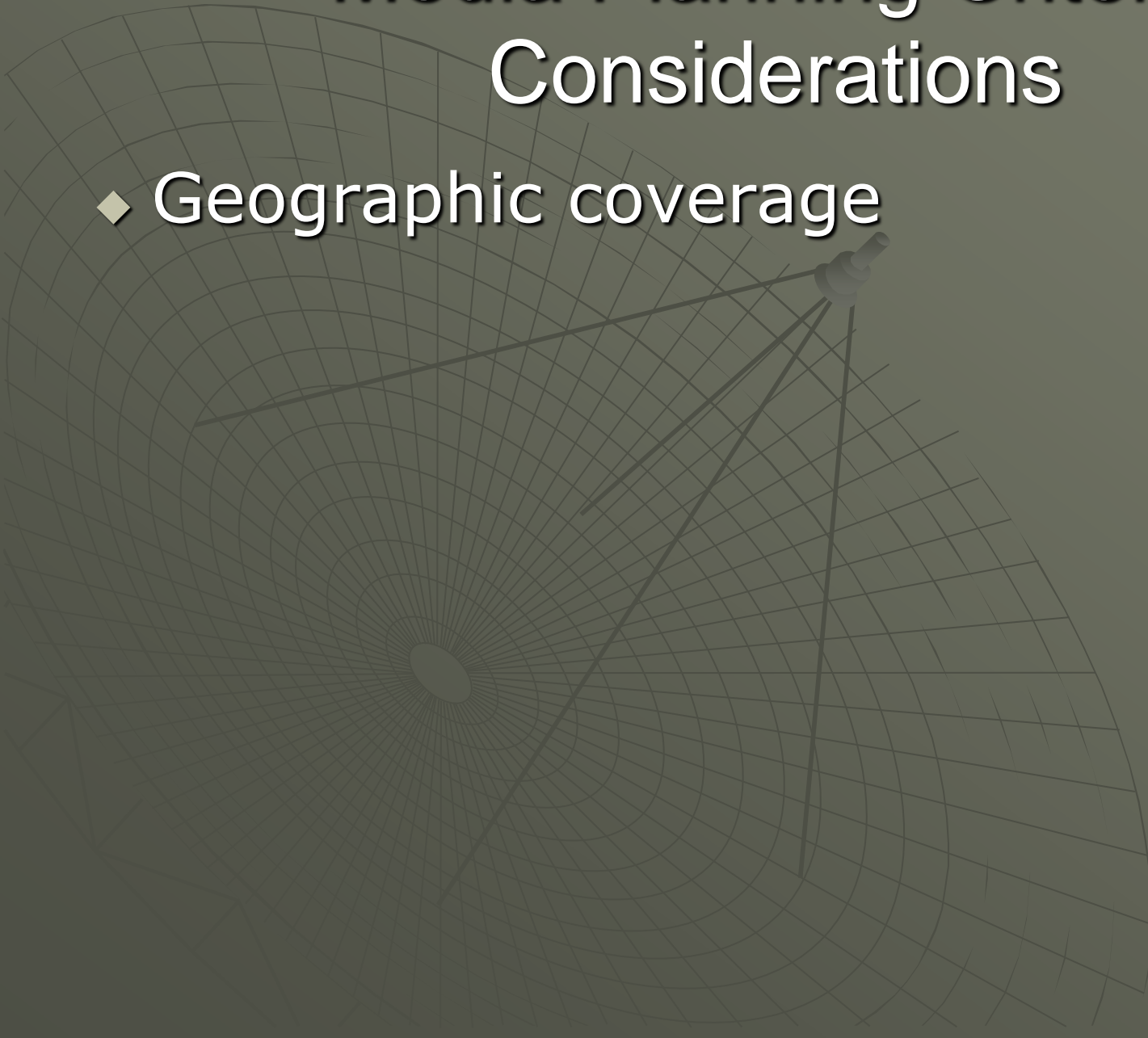
- ◆ Broadcast Media - Either radio or television network or local station broadcasts.
- ◆ Print Media - Publications such as newspapers, magazines, direct mail, outdoor, and the like.
- ◆ Media Vehicle - The specific message carrier, such as the Washington Post or Tonight Show.

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


$$\text{BDI} = \frac{\text{Percentage of brand sales in market to total US sales}}{\text{Percentage of total U.S. population in market}} \times 100$$

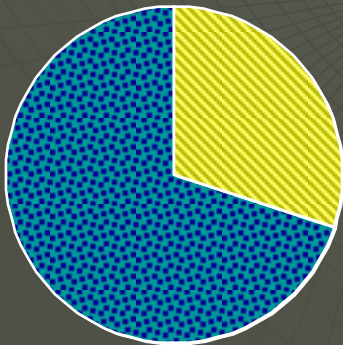
Media Planning Criteria Considerations

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

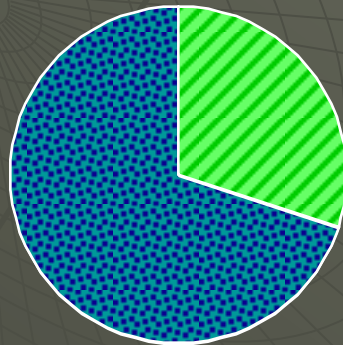
Target Audience Coverage

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

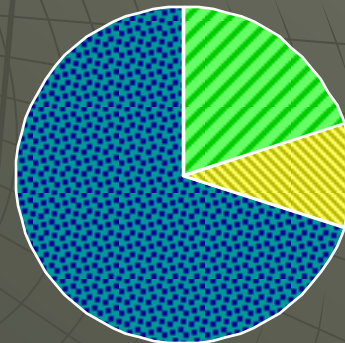
**Target
Market
Proportion**



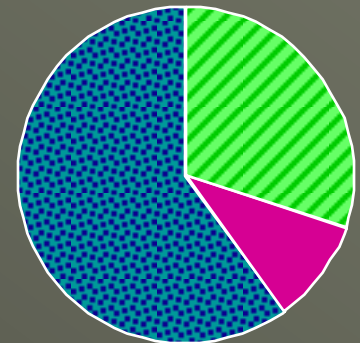
**Full
Market
Coverage**



**Partial
Market
Coverage**



**Coverage
Exceeding
Market**

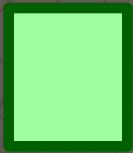


Media Planning Criteria Considerations

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

Three Scheduling Methods

Continuity



Flighting

Pulsing

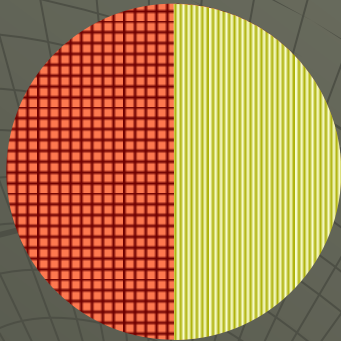
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

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

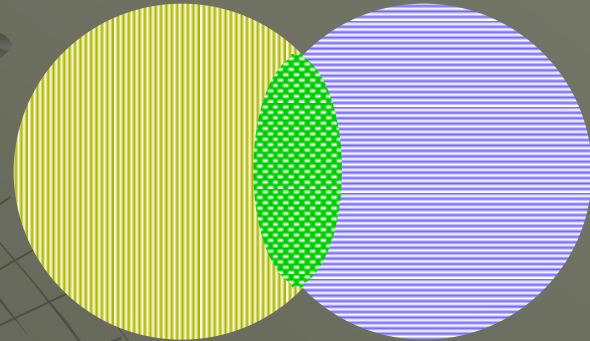
Reach and Frequency

Reach of One Program



Total market audience reached

Reach of Two Program



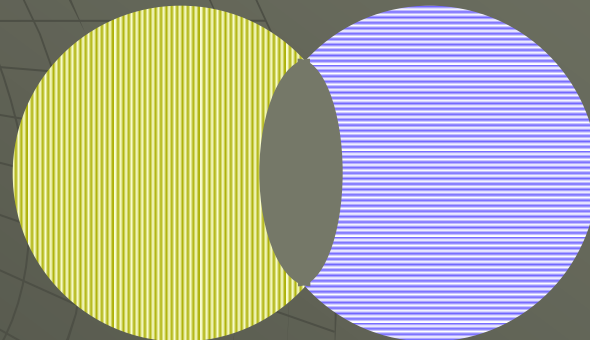
Total market audience reached

Duplicated Reach of Both



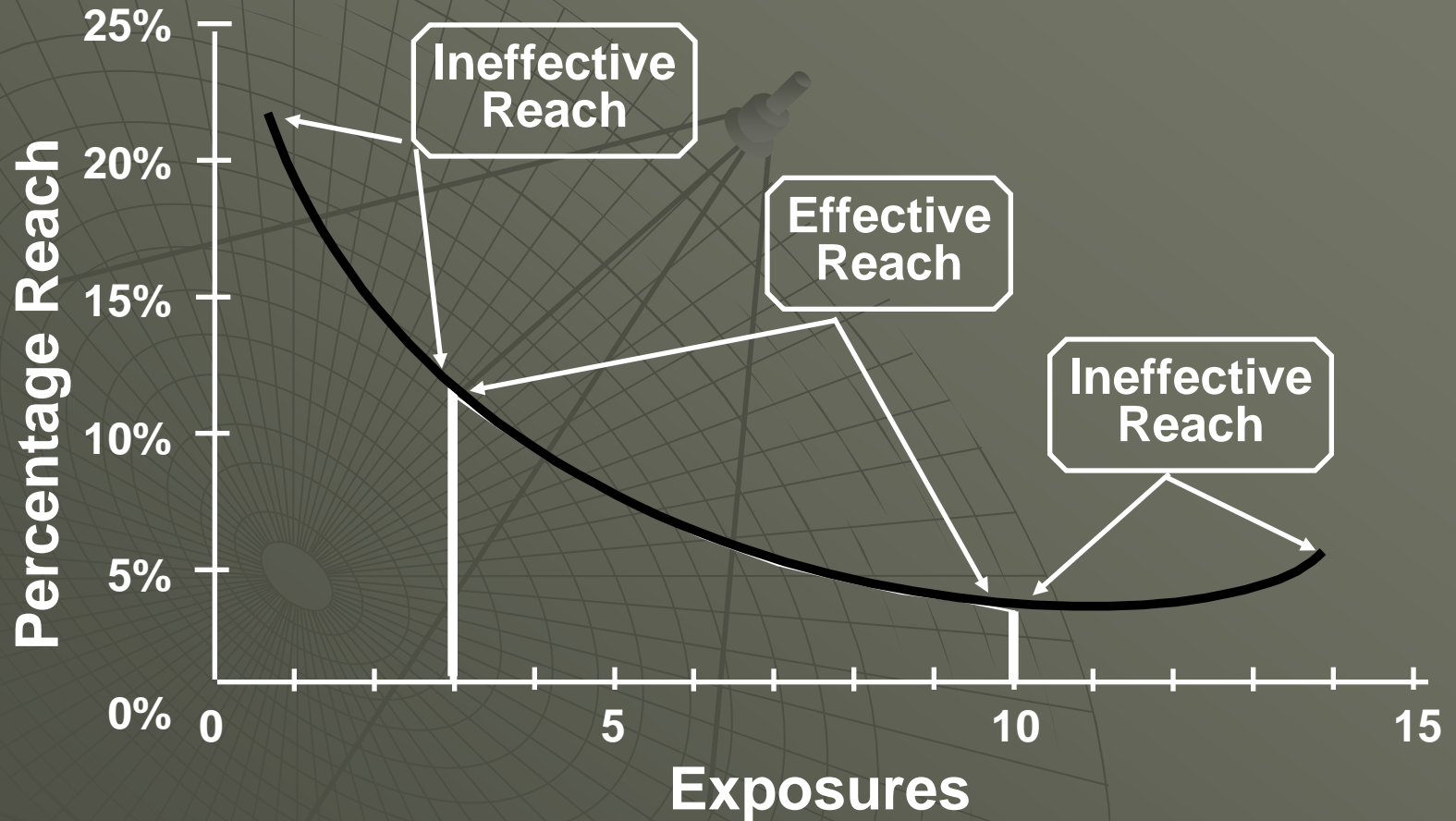
Total reached with both shows

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

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- ◆ Creative aspects and mood
- ◆ Budget considerations

Determining Relative Cost of Media

- ◆ CPM (cost per thousand)

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

- ◆ CPRP (cost per rating point)

Cost of commercial time

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

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