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

\[
CDI = \frac{\text{Percentage of product category total sales in market}}{\text{Percentage of total U.S. population in market}} \times 100
\]
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
- Pulsing
- Flighting

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 the 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

Exposures

Percentage Reach

0%  5% 10% 15% 20% 25%

Exposures

Effective Reach

Ineffective Reach

Ineffective Reach

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)**
  \[
  \text{Cost of ad space/time} = \frac{\text{Cost of commercial time}}{\text{Circulation/Audience}} \times 1000
  \]

- **CPRP (cost per rating point)**
  \[
  \text{Cost of commercial time} = \frac{\text{Program rating}}{\text{Cost of ad space/time}}
  \]
Media Planning Criteria Considerations

- Geographic coverage
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- Budget considerations