

**Introduction  
To  
Media**

**Tim Hendrick**

# **AJEEP Media Overview**

## **Planning/Buying**

### **The Internet**

#### **Course Description**

This course is intended to be a survey of the media planning discipline of advertising. You will learn to solve marketing problems through understanding how the media operate from the perspective of the advertiser, the agency and the medium itself.

We will discuss the planning, selection and evaluation of all major advertising media and consider the various decisions and problems that arise in those processes. Therefore, the course is designed to cover the fundamentals of media planning with an emphasis on knowing and understanding media concepts, numerical analysis, media research, and strategic media planning. We will also discuss and review current media situations in today's world.

A combination of conceptual presentations and detailed process-oriented assignments will be used to facilitate understanding of the fundamental concepts. This format will help you develop a sense of judgment that will be used to create a strategic media plan that will solve a complex marketing problem.

#### **Course Goals and Student Learning Objectives**

By the end you will have examined a wide range of challenges and procedures involved in the process of media planning/buying and the evaluation of media plans.

The instructor's role in this course is to guide you in a sophisticated understanding of the media function, from an advertising professional's point of view. Explain the mass media system, how it works and how advertising practitioners use it to deliver messages to potential consumers. Present the various sources of information which are commonly used to provide answers to important questions about who potential customers are, what media are they exposed to and how much money should be spent to deliver a message to them.

Present the most widely used planning theories and help you see how they apply to different situations. You may also get the opportunity to do a simulated media project and plan through the use of the online software that accompanies the text.

## **Course Content Learning Outcomes**

You should have a thorough understanding of several media planning fundamentals

1. The role of media in delivering messages to customers and potential customers
2. The function and methods employed by advertising agency media departments
3. The various sources of information necessary to make good media decisions
4. The complex interrelationships among important factors of media decision-making
5. The underlying criteria which allow us to evaluate the advantages and failures in data sources, media research, and theories of media strategy
6. The development of a sense of judgment when evaluating media and/or other advertising options
7. The strategic development of a media plan in response to a marketing/advertising problem

Required Texts/Readings

### **Textbook**

None

### **Other Readings**

### **Other Equipment / Material Requirements (Optional)**

Computer, with full suite of business functional software - Word, XL, Powerpoint

## **Assignments and Grading Policy**

*Insert your enumerations and brief descriptions for the course assignments here, and indicate how each assignment is aligning with the learning outcomes. Include information about due dates and assignment weights. Specify grading policies including how grades are determined, what grades are possible, whether extra credit is available, what the penalty is for late or missed work, and what constitutes a passing grade for the course. Include the date of the final exam/s. If you grade on participation, indicators on how participations will be assessed should be included.*

# Media Overview Planning/Buying The Internet

## Course Schedule

*List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.*

| <b>Class</b> | <b>Date</b> | <b>Topics, Readings, Assignments, Deadlines</b>                                       |
|--------------|-------------|---|
| 1            |             | Media Is.....<br>The Media Age  |
| 2            |             | Media and the Marketing of Messages (The Building Blocks)<br>(Strengths & Weaknesses) |
| 3            |             | Modern Media Planning   |
| 4            |             | Buying and Selling Media  |
| 5            |             | Media Across IMC (Integrated Marketing Communications)                                |
| 6            |             | New Media<br>New/Interactive Media Planning   |
| 7            |             | Supplemental Article (Power of Multiple Media)  |

## **Key Terms**

Internet

Television

Radio

Media

Medium

Vehicle

Audience

Ratings

Circulation

Fragmentation

Target

Brief

B2B

Niche

Cookie

Chapter one is intended to give an overview of media as a whole and the different elements that matter in the media world today. Written in simple form this chapter educates the student on the broad array of choices and why they matter.

Almost all media plans today are multi-dimensional, utilizing numerous elements rather than just one.

Consumers today do not get all their information from just one element but from many. It is important to teach students that there are many choices and many reasons why certain media are effective in reaching a specific target audience. No one media can solve the communication problem in today's market.

The chapter follows on a track of history and concludes with a summation about all the changes in the media world and the emerging issues between old and new media.

# MEDIA IS...

Media is **CONTENT**

Media is **ENTERTAINMENT**

Media is **MONEY**

Media is **LADY GAGA**

Media is **TARGETING**

Media is **ENGAGEMENT**

Media is **INFLUENCE**

Media is **CONTEXT**

# MEDIA IS...

Media is **MARKETING**

Media is **RETAIL**

Media is **CELEBRITY**

Media is **PLATFORM**

Media is **DATA**

Media is **PACKAGING**

Media is **SOCIAL**

Media is **PERSONAL**

Media is **YOU**



# The Media Age

## Agenda

- The Media Industry Comes of Age
  - There is a lot of growth in media options. We now have the internet, outdoor billboards, mobile phone advertising coming on strong, in-store and shopping mall kiosks, even ads on taxis.
- The Technology Engine
  - Technological advances are driving this change, such as different printing techniques, (color is cheaper) the internet and all the advertising that is now done there, the ipad and new forms of advertising, smart phones, and the ability to choose what we see. All because of more and more storage ability
- The Media Whirl
  - We must keep in mind that the end user, the reader, has different approaches to how they take in information and in what manner do they want it delivered. A successful media organization must meet these methods or touch points with advertising media products that will fit into their daily lifestyle.

Now lets take the primary media that we use and discuss them in more detail

## Television

The biggest of course and that which reaches the most people is television

- Regular television, which is typically free and broadcast over the airwaves, has been around since the 1920's and really took off in the 1950's because of new programming and the availability of cheaper tv's.
- Cable TV which is different market by market and is paid for on a monthly basis started in the 1940's and really took off in the 1980's. It allows for all kinds of new programming, that generates small but unique audiences.

- The next wave is
  - digital television and interactive via Digital Video Recorders (DVRs) where it automatically records a program for later watching. It will get to the point where you can have an internet connection on screen in the corner of the program and when an ad comes on you can click on it and order the product without interruption in the program.

## Radio

- It used to be big broadcast networks but now it is very local, with local advertisers filling the airwaves.

There are 2 types of over the airwave broadcasts

- The oldest is Amplitude modulation (AM), which is easily blocked by buildings, and has poorer quality – typically this is talk and news programming
- The newest is Frequency modulation (FM) which can be heard most anywhere like in a parking garage. It has higher quality – and is typically music programming
- The next wave is satellite radio that can reach anywhere with 100's of stations for every interest. Very narrow in it's reach to specific audiences.

## Newspapers

- This is the true community media: it delivers news, information and entertainment content on multiple levels in multiple sections.
- There has been a consolidation among newspapers, but they have expanded their reach to consumers in other areas such as online versions of the paper and door to door mailings for their advertisers
  - There also has been a trend for alternative and niche (small) market papers, very small markets such as student newspaper on campus
- New technology developments in newspapers now allow
  - Neighborhood zoning – poly-bagged inserts, that can deliver a sample product, such as coffee or cereals along with the newspaper each morning
  - Their internet site – now allows the consumer to receive all the news that's fit for THEM, not their neighbor or roommate etc.

## Magazines

- There are more titles today, some are even International.. Time mag is published in multi- languages around the world
- There is growth in the niche (specialty) publications, such as home improvement, skateboarding, hiking etc. that meet every interest of consumers
- There are new developments in
  - e-zines, internet publication and distribution channels which is basically an online magazine customized just for the consumer and their specific interests
  - new also is custom publishing
    - Corporations publish their own magazine for their consumers - Kraft Foods "food & family" magazine! Only talks about their products – no other advertisers are allowed
  - There are graffiti murals on buildings, what looks like art or graffiti is really an ad
  - Advertisers are increasingly willing to follow the audience to whatever venue they participate in. Could be an ad on a ski lift or a sidewalk on a popular avenue.

## The Media Whirl

- What goes around comes around
  - The audience never goes away, it just moves on, peoples interests change, they grows older, they become wealthier
  - The media business perpetually reinvents itself to please their audience delivering information that is needed at the right place and time to the right audience.
- Media needs mass to remain viable – the more people that are involved with a specific media the more effective and efficient is that media.

## Summary

- So, in summary there is and has been exponential growth in media options -1000's of options to meet every need of the consumer and where media touches them
- Technology is driving big changes in media and lastly is the media relevant in todays marketplace to the right audience.

# **The Media Age**

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# Agenda

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- The Media Industry Comes of Age
  - Exponential growth in media options
- The Technology Engine
  - Technological advances driving change
- The Media Whirl
  - Balance and traction or the lack thereof

# Television

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- Television has been around since the 1920's and really took off in the 1950's
- Cable TV started in the 1940's and really took off in the 1980's
- The next wave is
  - digital television and interactive via DVRs

# Radio

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- Used to be big broadcast networks
- Now very local,
  - Amplitude modulation (AM)
  - Frequency modulation (FM)
- Next is satellite radio

# Newspapers

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- The true community media: news, information and entertainment content on multiple levels
- Consolidation among dailies, expansion in other areas
  - Alternative and niche market papers
- New developments in
  - Neighborhood zoning – poly-bagged inserts
  - InternetNewspaper publication – all the news that's fit for YOU



# Magazines

- More titles today, some International
- Growth in the specialty and niche publications
- New developments in
  - e-zines, internet publication and distribution
  - Custom publishing
    - Kraft Foods “food & family” magazine



# The Media Whirl

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- What goes around comes around
  - The audience never goes away, just moves on
  - The business perpetually reinvents itself
- Media needs mass to hold its place

# Summary

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- Exponential growth in media options
- Technology driving big changes in media
- Emerging issues of balance and traction among new media and old

Chapter 2 discusses the building blocks of media and starts with definitions important to anyone who may be involved in the communications field. It sets up how media is measured, how effective it can be and gives what is considered important 'media speak terms'. It gives the student a vocabulary related to the field.

Next the chapter takes the various elements of media and details the pro's and con's, negatives and positives of each. These are the factors to consider when putting a media plan together to reach a specific audience. Some are practical and some must be looked at from the behavioral perspective of the target audience.

Again, Professor notes precede the powerpoints.

# Media & The Marketing of Messages

## Media & The Marketing of Messages

### Agenda

- Media Speak – today we will discuss some basic vocabulary words related to media
- We will talk about Media Building Blocks and the basic strengths & weaknesses of the various media
- And lastly we will discuss Building The Media Plan – what do we look for in building a successful media plan

### Media Speak (words we use)

#### ■ **Media/Medium/Vehicle**

- **Media** = used this way it is a broad term that describes what we are talking about
- **Medium** = this refers to one type of media such as (Radio)
- **Vehicle** = this is the single carrier (Time magazine, New York Times nwsp.)

### Media Speak (words we use)

#### ■ **Audience/Coverage/Composition**

##### ■ **Audience**

- When we use this term it refers to the number or % of people that is exposed to a vehicle (Time magazine)

##### ■ **Audience Coverage**

- This is the number or % reached by a single insertion in magazine or exposure in a specified area (local radio) – for instance, how far out (miles) does the radio signal carry and how many people in the area listen to that radio station

##### ■ **Audience Composition**

- This is the statistical breakdown of a media vehicle's total audience – typically is incorporates age, income, whether they are male or female, their education level etc. – in essence, what is the make-up of the audience, and what are their demographic and psychographic characteristics.

## Media Speak (words we use)

### ■ Ratings & Circulation

- **Broadcast Media** uses **Rating Points** to measure their viewers/listeners
  - this is the % of a Target Audience reached by a media vehicle
    - a specific radio or TV station might have (1000, 18-24 year olds viewing/listening to that station)
- **Print Media** uses **Circulation** as a measurement
  - this is the number of copies sold or distributed by that publication

## Media Speak (words we use)

### ■ Above-the-Line/Below-the-Line – 2 forms of communication

- **Above** = *is paid* advertising, which is typically the highest cost in a marketing budget
- **Below** = is typically sales promotion, Public Relations, these are many times events- which typically have a low cost and sometimes are free as in an article in a newspaper or magazine about an event or new product
- **Traditional/Non-Traditional**
  - **Traditional** = is always major mass media such as (TV, radio etc.)
  - **Non-Traditional** = unique media opportunities and new media forms, like the internet, a kiosk (sign) in a shopping mall or even a bus bench or taxi

## Media Speak (words we use)

### ■ “Brand Contact Points”

- These refer to every possible point of contact between a brand (product) and its consumers which could be the ad, the package, inclusion in a movie or even a recommendation from a friend
- **Clutter**
  - There are more and more media channels with lots of different programs
  - There are more messages or (ads) in each channel and the consumer sees or hears too much
- **Fragmentation**
  - Yes, we know that media is reaching more people but there are smaller audiences in each channel because there are so many

# Media Building Blocks

Now we are going to discuss Strengths & Weaknesses of primary media such as

- Print
  - Newspapers
  - Magazines
- Broadcast
  - Radio
  - Television

## Print- Common Advantages

- It is Portable – it can be carried in a pocket or purse
- It is “Time independent” I don't have to read it right away, I can finish the article later
- It is not a fleeting medium - it lasts for upwards of a month, magazine sits on table is read later
- It accommodates complex (lots of) copy, lots of room to explain what the company is selling
- It has good picture quality, magazines are better than newspapers because they have more color in their ads
- It is easier to feature more than one product – the ad can have many products in it
- It is versatile – there can be small or large ads or even multiple pages of ads
- It has journalistic integrity = print provides credibility & prestige, writer may be someone everyone follows each day
- It can deliver coupons which are a great device for getting the consumer in the store and it allows the manufacturer to track the success of the ad by how many are redeemed

# Newspapers

## ■ Strengths

- Most of the time it is considered “Prestigious”
- The readers are upscale – typically older people with more income
- These readers use the ads – this is why coupons work so well here
- It takes less lead time – I can develop an ad and get it in the next days paper
- Newspapers today have a strong local emphasis
- There is a strong sense of immediacy – story or coupon is for today, the news tomorrow will be something else
- They have “Cataloging Value” a full page ad may have lots of products in it, there is the space to do this because it is bigger

## ■ Weaknesses

- The reproduction varies – color is sometimes off, copy errors etc.
- There is not much passalong (next person reading same copy) – everyone buys their own copy whereas a magazine tends to get read by many like in a doctors office or on a table
- It can be expensive- especially if color is used and audiences are smaller
- Newspapers are cluttered- there are lots and lots of ads, a small ad can get lost
- Most newspapers are not read thoroughly – people skim to see what interests them or they only read the sports and not main news etc.
- They have poor demographic selectivity – they deliver a broad audience not targeted audiences
- They may have adverse editorial – they might say the wrong thing about a candidate or issue

# Magazines

## ■ Strengths

- There are special audience opportunities based on the consumer’s interests – autos, furniture, home improvement etc.
- They can be long-lasting – it sits on the coffee table for a period of time
- There can be repeat exposure – people go back again and again to finish an article thereby seeing the ad again
- They typically have high “passalong” – many people read the same copy of the magazine
- There is creative flexibility in the size of the ad maybe in how big the picture is, how much copy is included



## ■ Weaknesses

- Building an audience takes time because of slow reading and more time spent with the issue
- It can be cluttered, meaning it can have lots of ads even from the same category, a car magazine will have lots of car ads
- Magazines have early closing dates, which means I have to have the ad to the publication early, in some cases 2 months before it comes out for it to be printed and distributed on time

## Radio

### ■ Strengths

- There are various formats which reach special audiences.
- It is inexpensive
  - This allows affordable frequency – you can run lots of ads for low cost over and over
  - Production is affordable – radio is cheap to produce, it's just a voice, and maybe some stock music, no photos etc. are needed
- It reaches a mobile market (in your car, at a bar in your home) – people can hear it anywhere
- It has scheduling & creative flexibility – ad can run only on the weekends or every day, and it can be a long or short ad
- It allows for immediacy – the ad may be for this week only or something available this weekend only

### ■ Weaknesses

- Radio spots are fleeting - the consumer hears many, many ads, the questions is which ones stand out!

## Television

### ■ Strengths

- It has the biggest impact- the consumer sits down to watch, we become engrossed and see all the ads
- It has broad market coverage – it has broad range broadcast over a wide area
- It is intrusive – it has sight, sound and motion
- It is flexible – can be a short or long ad
- It is cost-efficient (CPM - cost per thousand) because it delivers thousands and thousands of people all the time
- It can be prestigious – we can advertise in a special program with a special star

## ■ Weaknesses

- TV is fleeting (short) – the ad usually only lasts 30 seconds
- TV is expensive
  - Big shows cost Big \$\$\$\$\$\$
  - The production can be expensive especially if a star is used
- Best shows have limited availability – only so many commercials in a given hour – in US only 17 minutes per hour is allowed for commercials

## Building The Media Plan:

### ■ **Successful media planning**

*is the task of selecting and scheduling media that will reach as many of the target audience as frequently as possible for the least amount of cost.*

## Building The Media Plan:

### ■ **The Media Plan** is...

- a blueprint for future action... it entails organizing a brand's advertising into media objectives and strategies:
  - That are **Goal-Oriented** - what do you want to do - increase sales/share?
  - That **Make sense** - effective/efficient – you must ask, does the plan reach the right people at the right time
  - That are **Manageable** –can it be executed, is it flexible, can it be completely developed before the buy.

# **Media & The Marketing of Messages**

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# Media & The Marketing of Messages

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## Agenda

- **Media Speak**
- **Media Building Blocks**
  - **Strengths & Weaknesses**
- **Building The Media Plan**

# Media Speak

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- **Media / Medium / Vehicle**
  - **Media** = collective noun (pl form)
  - **Medium** = one type of media
  - **Vehicle** = single carrier

# Media Speak

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- **Audience/Coverage/Composition**

- **Audience**

- number or % exposed to a vehicle

- **Audience Coverage**

- number or % reached by a single insertion or exposure in a specified area

- **Audience Composition**

- statistical breakdown of a media vehicle's total audience

# Media Speak

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- **Ratings & Circulation**

- **Broadcast Media use Rating Points**

- % of Target Audience reached by a media vehicle

- **Print Media use Circulation**

- Number of copies sold or distributed

# Media Speak

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- **Above-the-Line/Below-the-Line**
  - **Above** = paid advertising
  - **Below** = sales promotion, PR, events
- **Traditional/Non-Traditional**
  - **Traditional** = major mass media
  - **Non-Traditional** = unique media opportunities and new media forms



# Media Speak

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- **“Brand Contact Points”**
  - Every possible point of contact between a brand and its consumers
- **Clutter**
  - More media channels
  - More messages in each channel
- **Fragmentation**
  - More audiences, Smaller audiences

# Media Building Blocks

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## Strengths & Weaknesses:

- Print Media
  - Newspapers
  - Magazines
- Broadcast Media
  - Radio
  - Television

# Print

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## Common Advantages

- Portable
- “Time independent”
- Not a fleeting medium - it lasts
- Accommodates complex copy
- Good picture quality
- Easier to feature more than one product
- Versatility
- Can be preserved and reread
- Journalistic content = credibility & prestige
- Can deliver coupons

# Newspapers

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## Strengths

- “Prestigious”
- Readers upscale
- Readers use ads
- Less lead time
- Strong local emphasis
- Sense of immediacy
- “Cataloging Value”

## Weaknesses

- Reproduction varies
- Not much passalong
- Can be expensive
- Cluttered
- Not read thoroughly
- Poor demographic selectivity
- May have adverse editorial

# Magazines

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## Strengths

- Special audience opportunities
- Can be long-lasting
- Repeat exposure
- High “passalong”
- Creative flexibility

## Weaknesses

- Building audience takes time
- Can be cluttered
- Early closing dates

# Radio

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## Strengths

- Various formats. Special audiences.
- Inexpensive
  - Affordable frequency
  - Affordable production
- Reaches mobile market
- Scheduling & creative flexibility
- Immediacy

## Weaknesses

- Radio Spots are fleeting

# Television

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## Strengths

- Impact
- Market coverage
- Intrusive
- Flexible
- Cost-efficient
- Prestigious

## Weaknesses

- Fleeting
- Expensive
  - Big shows. Big Bucks.
  - Production can be expensive
- Best shows have limited availability

# Building The Media Plan:

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## ***Successful media planning***

*.....is the task of selecting and scheduling media that will reach as many of the target audience as frequently as possible for the least amount of cost.*



# Building The Media Plan:

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## The Media Plan is...

a blueprint for future action...  
organizing a brand's advertising into  
media objectives and strategies that  
are:

- **Goal-Oriented** - increase sales/share
- **Make sense** - effective/efficient
- **Manageable** - can be executed, flexible,  
developed before the buy.

Chapter 3, covers the initial stage of developing a media plan and that is the plan itself..

**Planning** is the methodology identifying a *strategy*, ‘what is one going to do’.

It helps to set objectives, who the target audience is and what do we want them to do and when do we want them to do it.

# Modern Media Planning

## Agenda

Today we are going to talk about objectives and strategies. Objectives are 'what are we going to do' and strategies are 'how we are going to do it'.

## Setting Media Objectives

We first start out with defining the:

- The Media Target - the object here is to narrow down our audience so that we are only communicating with who we want and that we don't pay for someone who would not buy our product

Next we need to define:

- The Media Coverage and Delivery – this is finding the right media to deliver our message to the right target at the right time

## Optimization or Balance

Here we see a visual to emphasize what we are saying. It needs to be a balance of what and how so that we are not over budget and we are reaching the correct audience the right way.

## Setting Media Objectives

Lets look at some examples

- Some Examples: if we want to get to as many people as we can, the
  - Emphasis would be on Reach: an example
    - **Reach 80%** of women 35-64 an average of 4 times every 4 weeks.
  - Emphasis on Frequency: this might be
    - Reach 50% of men 25-49 **an average of 3 times** each week before a home football game

# Deciding Media Strategies - An Offensive or Defensive Approach

Now we must look at how we are going to structure our media plan based on market conditions. Maybe we have to be

- Defensive - as in protection of the current business or,
- Offensive as in opportunistic, other retailer goes out of business, lets get his business

## Deciding Media Strategies Setting a Media Budget

This can be done a number of ways. We can do it by setting goals by:

- Objective/Tasks
  - We might match the tactics (tasks) to the objective and then sum up the costs of all these tactics or by,
- Affordability
  - Here we are tied to product profitability and it assumes a pay-out - we only 5 cents for every dollar in cost to spend towards advertising media ort maybe it is a:
- Percentage of Sales – some companies say they will spend 3-5% of total sales on media or we look at what the:
- Competitive Spending is – what is the competition doing and we will spend the same or more

## Strategies to Accomplish the Objective: Scheduling

How do we schedule our media, there are 3 different ways

- Continuous
  - Consistent, sustainable level of support – it runs every week for example, though this can be expensive
- Flighting
  - We run our media in peaks with hiatus (none) periods in between – it runs for a week then we are off for 3 weeks and then come back on
- Pulsing
  - Consistent support with peaks and valleys – maybe the advertising is scheduled around a special holiday or time period when new products are now available, or when new models arrive

# A Chart of the Plan

As it is said, a picture is worth a thousand words – here is an example of a plan all laid out visually.

- The Media Flowchart shows the
  - Media used – what did we buy
  - The message/insertion timing – when are specific products or promotions running
  - The costs by media – how much did each magazine or newspaper or tv show cost and what is the total for the overall plan

## Media Flowchart

A typical flow chart example:

## Summary

It is our task in planning media that one must:

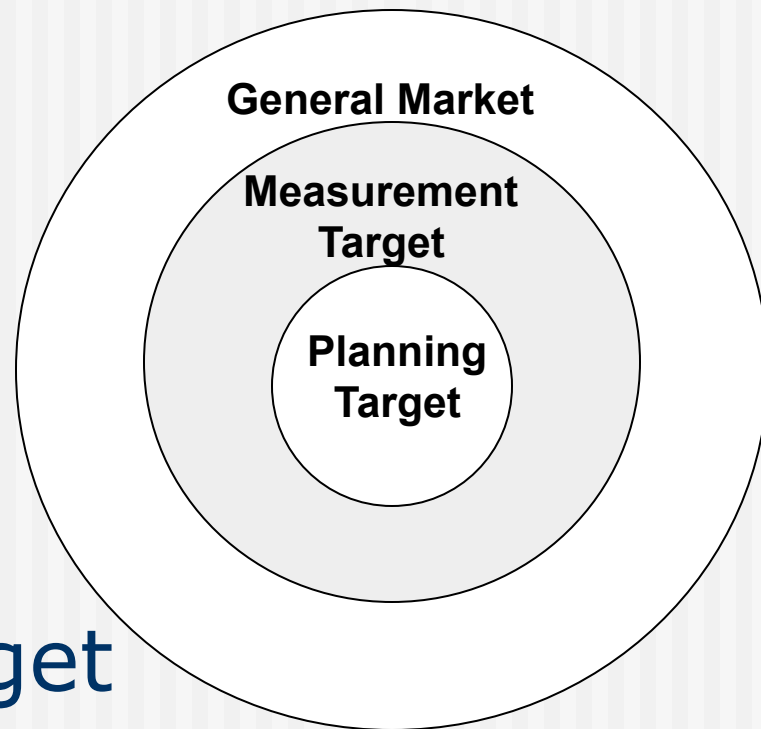
- Write effective and measurable Reach/Frequency objectives – *'in essence, what are we going to do'*
- We need to decide our strategies of budget, scheduling, geography, and mix – *'in essence, how are we going to do it'*
- We have also reviewed the criteria for choosing the media mix – this explains, why you chose what you did
- And last we develop and review the Flow-chart of the media plan – that final *picture* of everything we are going to do

# Modern Media Planning

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# Setting Media Objectives

## The Media Target

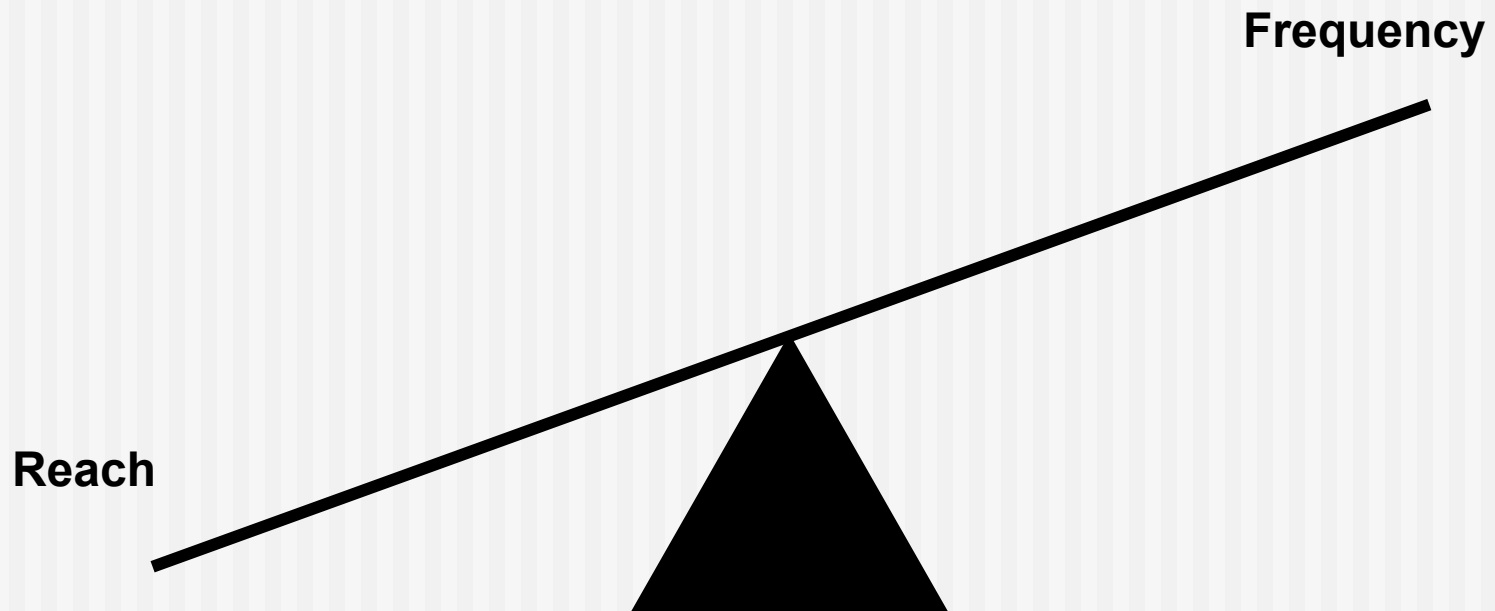


- Planning target
- Measurement target

# Setting Media Objectives

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It is a balance of who and how many times we hit them with our message





# Setting Media Objectives

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- Some Examples:
  - Emphasis Reach:
    - Reach 80% of women 35-64 an average of 4 times every 4 weeks.
  - Emphasis Frequency:
    - Reach 50% of men 25-49 an average of 3 times each week before a home football game

# **Deciding Media Strategies**

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## **Offensive or Defensive Approach**

- Defensive as in protection of the current business
- Offensive as in opportunistic

# **Deciding Media Strategies**

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## **Setting a Media Budget**

- **Objective/Tasks**
  - Match tactics (tasks) to the objective and sum the costs of all tactics
- **Affordability**
  - Tied to product profitability and assumes a pay-out
- **Percentage of Sales**
- **Competitive Spending**

# **Strategies to Accomplish the Objective: Scheduling**

- Continuous
  - Consistent, sustainable level of support
- Flighting
  - Support in peaks with hiatus periods in between
- Pulsing
  - Consistent support with peaks and valleys

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# A Chart of the Plan

- The Media Flowchart Shows
  - Media used
  - Message/insertion timing
  - Costs by media

# Example: Media Flowchart

**American Tourister Recommended Media Plan**

(Adult 25-54 TRPs)

| Week                     | Jan                                 |     |     |     | Feb |     |     |     | Mar |     |     |     |     | Apr |     |     |     | May |     |     |     | Jun |     |     |                                     |     | Jul |     |     |     | Aug |     |     |     | Sep |     |     |     |     | Oct |     |     |     | Nov |     |     |     | Dec |             |  |  |  | Total |
|--------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|--|--|--|-------|
|                          | 1                                   | 2   | 3   | 4   | 1   | 2   | 3   | 4   | 1   | 2   | 3   | 4   | 5   | 1   | 2   | 3   | 4   | 1   | 2   | 3   | 4   | 1   | 2   | 3   | 4                                   | 5   | 1   | 2   | 3   | 4   | 1   | 2   | 3   | 4   | 5   | 1   | 2   | 3   | 4   | 1   | 2   | 3   | 4   | 5   |     |     |     |     |             |  |  |  |       |
| <b>Network TV (:15s)</b> |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | \$1,546,526 |  |  |  |       |
| Early Morning            |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| Late Fringe              |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| <b>Cable TV (:15s)</b>   |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | \$2,477,500 |  |  |  |       |
| 20/wk                    |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| <b>Magazines (P4/c)</b>  |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | \$1,710,640 |  |  |  |       |
| Business Week            |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| New Yorker               |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| Fortune                  |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| Town & Country           |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| Travel & Leisure         |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| Food & Wine              |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| <b>Internet Banners</b>  |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | \$250,000   |  |  |  |       |
| Travelocity, Orbitz      |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| Expedia, etc.            |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |             |  |  |  |       |
| Monthly TRPs             | 65                                  | 85  | 105 | 85  | 166 | 225 | 65  | 85  | 105 | 85  | 166 | 225 | 65  | 85  | 105 | 85  | 166 | 225 | 65  | 85  | 105 | 85  | 166 | 225 | 65                                  | 85  | 105 | 85  | 166 | 225 | 65  | 85  | 105 | 85  | 166 | 225 | 65  | 85  | 105 | 85  | 166 | 225 | 65  | 85  | 105 | 85  | 166 | 225 |             |  |  |  |       |
| Reach %                  | 40%                                 | 42% | 46% | 42% | 51% | 59% | 40% | 42% | 46% | 42% | 51% | 59% | 40% | 42% | 46% | 42% | 51% | 59% | 40% | 42% | 46% | 42% | 51% | 59% | 40%                                 | 42% | 46% | 42% | 51% | 59% | 40% | 42% | 46% | 42% | 51% | 59% | 40% | 42% | 46% | 42% | 51% | 59% | 40% | 42% | 46% | 42% | 51% | 59% |             |  |  |  |       |
| Avg. Freq.               | 1.6                                 | 2.0 | 2.3 | 2.0 | 3.3 | 3.8 | 1.6 | 2.0 | 2.3 | 2.0 | 3.3 | 3.8 | 1.6 | 2.0 | 2.3 | 2.0 | 3.3 | 3.8 | 1.6 | 2.0 | 2.3 | 2.0 | 3.3 | 3.8 | 1.6                                 | 2.0 | 2.3 | 2.0 | 3.3 | 3.8 | 1.6 | 2.0 | 2.3 | 2.0 | 3.3 | 3.8 | 1.6 | 2.0 | 2.3 | 2.0 | 3.3 | 3.8 | 1.6 | 2.0 | 2.3 | 2.0 | 3.3 | 3.8 |             |  |  |  |       |
| <b>Six Month Cume</b>    | 731 TRPs, 90% Reach, 8.1 Avg. Freq. |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | 731 TRPs, 90% Reach, 8.1 Avg. Freq. |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | \$5,980,666 |  |  |  |       |

# Summary

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- Writing effective and measurable Reach/Frequency objectives
- Deciding strategies of budget, scheduling, geography, and mix
- Criteria for choosing the media mix
- Flow-charting the media plan

Chapter 4 takes the final plan and discusses what goes into the actual purchasing of the plan in the marketplace. It also talks about the selling of the media from the other side and what is required by a typical salesman

**Buying** is just that, how does one effectively buy the right media at the right price, and at the right time.

**Selling!** Lastly, some who gain this knowledge may actually go into selling the media to a buyer either at the agency or the client. The role deals with analysis and presentation of the property and proving in fact that it is the best media for the task at hand. This is done through negotiation, tracking and continued research.



# Buying and Selling Media

## The Role of Media Planning

Once the media plan has been approved now is the time to actually go and buy it. So the planner must now create a document that details what it is that needs to be accomplished with the sellers. This means:

- We translate the plan into what is called 'a buying brief'

## The Buying Brief

It is a written document of what you are going to do, that spells out *who, what, why, when, where!* An example might be:

- The designated buying target
  - This is strictly demographic (numbers) – 18-24 yrs old males who go to college.....
  - Often same as the plans "measurement target" the more detail that is included gives us more to measure against
- Summary of plan objectives
  - This is a restatement of the reach/frequency goals in actual numbers -(reach 40% of the audience over 4 weeks) etc.
  - And the rationale (why are you doing this)

## The Buying Brief

- Summary of key plan strategies
  - First is scheduling – when is the media going to run, such as specific timing goals (1 month, 1 week etc.)
  - Next is the geography – is it a market or regional emphasis – where are the ads going to run
  - And last is the actual media Mix – the media by class/type – magazines - how many, newspapers - how many etc.
- Rationale for each – here we explain why we did what we did, an example might; be we are selling a car and this magazine reaches the people who typically buy cars.

## **The Buying Brief**

- Detailed media requirements
  - Now we set our purchase weight goals by week – how many points, how many insertions etc. and we do that,
    - By media
    - By market
  - And typically it is presented in a spreadsheet (XL) document.

## **The Buying Brief**

- Budget breakdown and cost parameters
  - What are our planning cost guidelines that become cost parameters – you have a certain budget and need to detail how much or what % goes to print or broadcast
  - Now we set our buying budget goals by week – how much is spent in each media on a weekly basis, which allows the client to know how much outlay (cash) is spent each week and is done for each:
    - Media and
    - Market

## **Negotiate the Details**

- Most variables are negotiable

All media is negotiable, you give them something (cash) they give you something in return (and ad on a page) which hopefully in many cases is more than just the actual ad in the magazine. So we look at and can negotiate the:

- Cost/pricing – if I buy 3 ads can I get a cheaper price?
- We look at positioning/placement – are we in the front or the back of the magazine, or what section of the newspaper are we in
- The timing comes next – what day does it run, maybe it's the shopping day or Sunday
- What merchandising extras can you offer – maybe it's free color?, a separate mailing to my customers also, maybe a free hat with my logo that I can give away to preferred customers. Everything is open here for negotiation!

## **Execute the Buy**

- Now that we have agreed we must Contract with the media – this is actual signed documents that are legally binding on what each party promises.
- Who gets the Contract – once the contract is signed where does it go from here, maybe it goes to the
  - Billing department or
  - Media traffic (so the right ads are sent and get to the right media)

## **Manage the Buy**

Now we must monitor and watch what we have done so we check against the,

- Contract conditions
  - Proof of run – these should be provided by the media
    - Tearsheets (examples of the media) with my ad in it
    - Air checks (recordings of the program the ad ran in) so I heard that in fact my ad did run
  - Proof of audience – the media needs to prove to the buyer that in fact the media delivered the right amount of audience per the contract. This is usually done by outside audit sources
  - We need to look for Competitive separation – if we negotiated special conditions were they met
    - 6 pages separation from a competitor (don't want to be next to a competitor)
    - Commercial pods (top of the hour, on the ½ hr. etc.) did the ad run when it was supposed to per the contract

## **Selling Media**

In some cases media people can be the ones actually selling media to a planner or buyer. What does it take to be a good salesman and provide a solution to the advertiser that they will be happy with and that will deliver the correct audience, in the right place, at the right time?

Lets review what a typical sales person might do to be successful and have a career and income in selling media.

# The Role of Media Sales People

The first step is:

## ■ Research and Analysis

- The goal here is to position the media property to the client in that it is the right media for them. You have done your homework on the client, the market and the product and you now know how to pitch them.

Next is the art of:

## ■ Sales and Negotiation

- The art of solving the clients problem – every client has a business problem that has to be overcome - Does your media help to do that or in essence it is finding the right problem that the media property can best solve

## ■ Post-buy Tracking and Evaluation

- The ongoing relationship between seller and buyer – is important so that they have the confidence you are working with them not against them and trying to make a fast dollar.

# The Role of Other Players

In the world of media there are other areas of expertise that one can be accomplished and involved in such as:

## ■ Media Research

- Throughout the process, this supports all aspects of the planning and even the selling process by having answers that meet the criteria that both parties are looking for.

## ■ Media Management – managing the media buyers and planners

- What decisions need to be made on content and pricing to attract audiences and advertisers

## ■ Media Traffic – this in essence is a traffic cop who makes sure the right things get to the right place at the right time so the media runs correctly, which means the:

- Distribution of materials from agency to contracted media

## ■ Agency Billing – we all need to get paid, so the accounting department:

- Keeps money moving between client, agencies, and media so that everyone get paid on time

# **Buying and Selling Media**

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# The Role of Media Planning

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- Translate the plan into a buying brief

# The Buying Brief

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- Designated buying target
  - Strictly demographic
  - Often same as plan “measurement target”
- Summary of plan objectives
  - Restatement of the reach/frequency goals
  - Rationale (Why?)

# The Buying Brief

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- Summary of key plan strategies
  - Scheduling – specific timing goals
  - Geography – market or regional emphasis
  - Media Mix – media by class/type
- Rationale for each



# The Buying Brief

---

- Budget breakdown and cost parameters
  - Planning cost guidelines become cost parameters
  - Buying budget goals by week
    - By media
    - By market

# Negotiate the Details

---

- Most variables are negotiable
  - Cost/pricing
  - Positioning/placement
  - Timing
  - Merchandising Extras

# Execute the Buy

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- Contract with the media
- Contract distribution
  - Billing department
  - Media traffic

# Manage the Buy

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- Contract conditions
  - Proof of run
    - Tearsheets
    - Air checks
  - Proof of audience
  - Competitive separation
    - 6 pages of separation
    - Commercial pods

# **Selling Media**

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# The Role of Media Sales

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- Research and Analysis
  - The goal is to position the media property
- Sales and Negotiation
  - The art of problem solving
  - Finding the right problem that the media property can best solve
- Post-buy Tracking and Evaluation
  - Ongoing relationship between seller and buyer

# The Role of Other Players

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- Media Research
  - Throughout the process, supports all aspects
- Media Management
  - Decisions on content and pricing to attract audiences and advertisers
- Media Traffic
  - Distribution of message materials from agency to contracted media
- Agency Billing
  - Keeps money moving between client companies, agencies, and media

As we briefly talked about in the opening, integrating media in an overall plan is the most effective methodology in today's market place. Integrated Marketing Communications is just that, touching the end user in many places to cement the communication with the messaging saying the same thing across all elements.

The more that we incorporate a response tool, getting the end user to respond to our message, the more effective we are. There are additional tools discussed here in Chapter 4 that do just that.

Not all communications are consumer oriented. Business-to-Business (B-B) is another step in media planning. One must have distribution of the product, small businesses must carry it, and this form of planning is important to that result.

Media planning also is incorporated into promotion, public relations and sports and mobile. It all follows the same methodology being taught in this course.

Cross platform is this same methodology within one media company that may offer print, broadcast and online together as a whole. Time Inc. is an example of this with multiple media across multiple platforms all within one company.

Lastly we talk about niche media, very small platforms, which could be a t-shirt, a hat or even a coffee/tea cup. Yes these are considered media and the methodology of planning and buying is the same. As a part of this, one's target audience could be niche, a tribe or an ethnicity.



# Media Across IMC

Lets talk today on how we integrate all this media we are working with to be effective with our target audience. Remember, there are many touch points with our audience.

## Media Across IMC

### ■ The special media of IMC (Integrated Marketing communications)

The most effective media plan is one that utilizes multiple media, if possible touching the customer in as many places as possible in their everyday lives. Some examples are:

- Direct Response Marketing – getting the end user to actually respond to a message, use a coupon, call a phone number etc. and we have,
- Promotional Marketing such as attending an event, or wearing a hat with the logo

There are also some very things in media such as:

### ■ Media Planning in special IMC Practices

- In B2B Marketing – Business to Business, which might be advertising to a purchasing manager in a company or
- In Sports Marketing – that the message is being included on the field or tied in with the soccer team and
- In Entertainment Marketing – being in a movie or used in a scene of a TV show

We first will talk about the consumer market but many of these applications can also apply to the business market and vice versa.

## The Media of Direct Response Marketing

### ■ Virtually any media, as long as the message can carry with it a response device such as:

- Conventional Broadcast Infomercials – where the consumer can call this number now to order and in
- Conventional Print that carries
  - Reply cards, coupons, toll-free numbers in the ad. Another way is the
  - Longer-form Advertorials, which is an ad that looks like an article or story. There are also:
- Personal Media Channels – which go directly to the potential customer such as:
  - Postal Mail, email, phone messages

## **The Media of Promotional Marketing**

Here we are looking at typically special offers, special deals that are short lived. They can include:

- Conventional media, broadcast or print, which deliver promotional announcements and again,
- Print media to deliver value offers – special price, this weekend only etc. and we see these in:
  - Uses conventional print, magazines and newspapers
  - Promotional print, FSI's (Free Standing Inserts) in the local daily newspaper

## **The Media of Promotional Marketing**

There are many new forms of promotional media such as

- In-store Promotional Media where the
  - Ad Messages can be on
    - Aisle markers, shopping carts, floor ads, etc. and even
  - Coupon Delivery at
    - Check-out, on the store shelf with take-ones, or interactive kiosks in the store or mall.

## **Media Planning in B2B Marketing**

There are

- Two kinds of B2B Targeting – first where you are:
  - Targeting middlemen who sell to end consumers
    - Like food product companies selling to grocery stores or when you are
  - Targeting sales directly to end-consumer businesses
    - Like auto parts companies selling parts to auto manufacturers

## **Media Planning in B2B Marketing**

- The buying decision is different from the general consumer buying decision because
  - Business buyers have a deeper knowledge about what they buy and
  - Business buyers use a more systematic decision process, which takes longer to close the sale, and is not usually done with just advertising so the
- Objective in B2B Marketing is to get the product on the short list of product candidates

## Media Planning in B2B Marketing

There is a broad array of

- B2B Magazines
  - There are Magazines published for almost every industry classification
  - In some Industries, the magazines are specific to the buying function and/or job title – Purchasing Manager, IT Manager, Network Manager and
  - Such magazines are considered “must reads” they are read on a weekly/monthly basis for the customer to gain insight and information that will help their business

## Media Planning in B2B Marketing

Sometimes we have to look at

- Conventional media as B2B (business to business) Media
  - Some have broader targeting situations – sometimes a consumer magazine ( Time, Newsweek) is read by a CEO who might be the customer or will tell his purchasing department to look at a product or company for a solution like
    - Computer buyers, or finance managers
  - Many companies as an advertising vehicle are using business focused media vehicles that industry buyers and decision-makers are known to watch/read
    - TV News programs or
    - Business magazines like *Business Week*, *Fortune*, *Forbes*, etc.

## Media Planning in Sports Marketing

In many countries

- Sports Marketing is both big-time and small-time. Many have
  - Pro teams – which would be considered big or
  - Local little league baseball or soccer – which are considered small. We also know that:
- Sports Marketing is both male and female and
- Sports Marketing has led to the development of special sports media

## **Media Planning in Sports Marketing**

There are many ways to buy this media. One can look at the

- Broadcast rights which are
  - TV deals that make up the majority of team income in professional sports or
- Stadium signage and naming rights are many times available. There are also
- Related sports promotions on other media fronts such as
  - Sponsor a Play or player of the game or give
  - Score/scoreboard updates or create
  - In broadcast and on-premise promotions- an ex. might be buy a coke get a free ball or even many times there are
  - Cause related promotional events- like solving homelessness, or to cure cancer

## **Media Planning in Entertainment Marketing**

Entertainment is big in any society and it now allows:

- Product advertising and promotional relationships with the entertainment properties. Many times there are:
  - People properties like the stars – where a company might support a music tour or
  - Place properties like the sports or entertainment venues – in that the company can have the naming rights to a stadium or promotional situations like
  - Thing properties, the movies/shows – where a company might tie in drink cups to a movie where the company name or logo is on the cup

## **Media Planning in Entertainment Marketing**

How is this type of name/product inclusion done? It can be done by developing

- Relationships which are achieved through
  - Partnerships
    - Shared responsibilities, mutually beneficial promotional support – product is used in the movie, advertising supports both or
  - Sponsorships
    - Product pays for the privilege of association or
  - Licensing agreements
    - Product/company buys rights to use an equity component of the property – an ex. Gatorade, the exclusive drink of major league soccer or
  - Product placement
    - Product buys property agreement to use the product in context – product is used in a TV show

## Media Planning in Entertainment Marketing

Sometimes the product becomes the media or touch point

### ■ Product as media

- Product itself becomes media for the property
  - *Shrek* ice cream flavor at Baskin-Robbins
- Product packaging becomes media for the property
  - Advertising messages for the property – includes product used in an amusement park or
  - Promotional messages for the property – both clients promote each other in their advertising – maybe the product can only be gotten at the property

## Media Planning in Entertainment Marketing

There are some restrictions in entertainment marketing and the pricing is negotiated differently depending on how much the product might be utilized.

### ■ Property as media (product placement)

- Is the Recognizable product placement actually in the context of the entertainment property. There may be a
  - Lower cost for nominal background placements as set dressing or
  - Higher cost for star interaction with the product in context or
  - Highest costs for product as integral to the plot and last the
  - Most effective is when the product is relevant to the story line

# Media Across IMC

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- The special media of Integrated Marketing Communication Tools
  - Direct Response Marketing
  - Promotional Marketing
- Media Planning in special IMC Practices
  - In B2B Marketing
  - In Sports Marketing
  - In Entertainment Marketing

# The Media of Direct Response Marketing

---

- Virtually any media, as long as the message can carry with it a response device
  - Conventional Broadcast Infomercials
  - Conventional Print
    - Reply cards, coupons, toll-free numbers
    - Longer-form Advertorials
  - Personal Media Channels
    - Mail, email, phone

# The Media of Promotional Marketing

---

- Conventional media, broadcast or print, to deliver promotional announcements
- Print media to deliver value offers
  - Conventional print, magazines and newspapers
  - Promotional print, Free Standing Inserts



# The Media of Promotional Marketing

---

- In-store Promotional Media
  - Ad Messages
    - Aisle markers, shopping carts, shelf talkers, floor ads, etc.
  - Coupon Delivery
    - Check-out coupons, shelf take-ones, interactive kiosks, etc.

# Media Planning in B2B Marketing

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- Two kinds of B2B Targeting
  - Targeting middlemen who sell to end consumers
    - Like food product companies selling to grocery stores
  - Targeting sales directly to end consumer businesses
    - Like auto parts companies selling parts to auto manufacturers

# Media Planning in B2B Marketing

---

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  - Business buyers have a deeper knowledge about what they buy
  - Business buyers use a more systematic decision process
- Objective in B2B Marketing is to get the product on the short list of product candidates

# Media Planning in B2B Marketing

---

- B2B Magazines
  - Magazines published for almost every industry classification
    - Some Industries, magazines specific to buying function and/or job title
  - Such magazines considered “must reads” in industry

# Media Planning in B2B Marketing

---

- Conventional media as B2B Media
  - Broader targeting situations
    - Like computer buyers, finance managers
  - Using business focused media vehicles that industry buyers and decision-makers are known to watch/read
    - TV News programs
    - Business magazines like *Business Week*, *Fortune*, *Forbes*, etc.

# Media Planning in Sports Marketing

---

- Sports Marketing is big-time and small-time
  - From Professional teams
  - To small local teams
- Sports Marketing is male and female
- Sports Marketing overtime has led to the development of sports media

# Media Planning in Sports Marketing

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- Broadcast rights
  - TV deals make up the majority of team income in professional sports
- Stadium signage and naming rights
- Related promotions on all fronts
  - Play/player of the game
  - Score/scoreboard updates
  - In broadcast and on-premise promotions
  - Cause related promotional events

# Media Planning in Entertainment Marketing

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- Product advertising and promotional relationships with entertainment properties like movies and TV shows
  - People properties like stars
  - Place properties like venues
  - Thing properties like movies/shows



# Media Planning in Entertainment Marketing

---

- Relationships achieved through
  - Partnerships
    - Shared responsibilities, mutually beneficial promotional support
  - Sponsorships
    - Product pays for the privilege of association
  - Licensing agreements
    - Product buys rights to use an equity component of the property
  - Product placement
    - Product buys property agreement to use the product in context

# Media Planning in Entertainment Marketing

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- Product as media
  - Product itself becomes media for the property
    - *Special flavor* ice cream at store
  - Product packaging becomes media for the property
    - Advertising messages for the property
    - Promotional messages for the property

# Media Planning in Entertainment Marketing

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- Property as media (product placement)
  - Recognizable product placement in the context of the entertainment property
    - Lower cost for nominal background placements as set dressing
    - Higher cost for star interaction with the product in context
    - Highest costs for product as integral to the plot
  - Most effective when the product is relevant to the story line

Chapter 6 is all about new media within the **Internet** and establishing goals to cause action. Whether it is lead generation, getting people to switch, promoting attendance at a seminar, selling in a mall environment or exposing the brand overall the internet now plays a major role, and again the methodology is similar.

This chapter leads with Professor notes supported by powerpoints.

# New/Interactive Media Planning

Today lets take a look at what is called '**New Media**'

## What is New Media?

*New Media is the utilization of **digital technology** to **communicate** with a target audience. This is done by*

**Digitization** which is the  
*The translation of textual, graphic or audio information into a transmittable binary language understandable to computers*

How is new media created in an electronic way? Well it is made up of:

## Bits and Bytes

- Where a string of eight bits together creates a **byte**.
- A single byte has 256 unique permutations of 1s and 0s
  - 00000000 through 11111111
- it is short for **binary digit**
- The basis of the binary language of computer code
  - Quite simply, it is either a "1" or a "0."

So,

## Multimedia

- Is combining the computational data, text, graphics and sound into one easy-to-create and easy-to-distribute package

As a part of any study on new media is the

## **Bandwidth** What is bandwidth?

- **Bandwidth** is the number of **bits per second** (bps) that can be transmitted and received through a given channel.

The

- digital data that is transmitted is limited only by its bandwidth and
- the bandwidth needs to be matched to the type of data being transmitted: some examples are -
  - simple text = 14,400 bps
  - graphics = 28,000 bps
  - voice = 64,000 bps
  - stereo audio = 1.2 million bps
  - video = 45 million bps

as you can see the more bandwidth the higher the bits per second must be processed which can clog the pipeline

## **Common bandwidths** how is it transmitted? We have a

- Dial-up Modem which is
  - 56.6K or stepping up we have a
- Cable Modem or Broadband which is
  - 20x faster than dial up - 1.2 Mbps (megabits per second) download speed / 128 Kbps upload. New is
- DSL Broadband (Digital Subscriber Line) which
  - Is still faster (depending on subscription) - 384 Kbps - 7.1 Mbps download / 384 Kbps - 768 Kbps upload and even newer in some countries is
- Satellite Broadband only
  - Available to some - 400Kbps download / 50 - 80 Kbps upload and in some places we now have cable or
- Fixed Wireless
  - Just like digital telephone service; roughly as fast as DSL, but prone to weather issues – power goes out so does this

Why is this important in media planning? As we define our target audience we also want to know some technical innovations about them also. What % of our audience fits where in the technological spectrum so that we deliver our message appropriately.

So we look at the target audience and what are they typically using to receive their messaging.

What

**Bandwidth** are they on

- Knowing the bandwidth available to your target (how big is their computer) is a key factor in determining what new media you want to use but
- Most home users are still on smaller technologies; whereas businesses are high-speed/broadband enabled

## **Digital Marketing – an overview**

Why do we now try to utilize this new environment both now and in the future? Well its because

- Digital environments are:
  - Logical – they just make sense, they are
  - responsive – which means they typically are interactive and they are
  - comprehensive (all the info) – lots and lots of it in a small space which
- Allows you to:
  - serve and anticipate customer needs – which gives good measurement capabilities. We know traditional media are much slower and digital
  - becomes truly global – one can sell wider and wider and it
  - allows me to communicate quickly and efficiently
  - I also can develop and capture leads (email address, phone number etc.) a lot sooner without the customer having to really do anything like go to the store before I get them involved

## **Digital environments are Logical**

They are logical because they provide

- New Databases – which allow me to store data and provide information using logic. I can look at the
  - Data – the raw facts and figures – and can get an answer fast with more information attached to it. Also the
  - Information–which helps in answering the company questions and answering them quicker

Why and how do people/companies utilize this new media? Well, they can use the database to

## Database uses

- research product specifications or
- order actual product or
- schedule their service calls or to
- check available inventories or to
- check shipping progress or
- inquire about payments and lastly
- request more information or ask questions

## Databases

What does a database do, well

- Databases enrich on-going customer relationships by 'remembering' previous customer interactions and this
- Memory is accomplished through what are called
  - cookies or
  - registrations

What is a cookie?

## Cookies

- Are a line of text that is written to a text file and placed on the user's hard drive when visiting a Web site. It remembers:
  - editorial and product preferences
  - shopping cart info and most importantly
  - contact info

## Registration

By getting the consumer to register we create

- A simple means for a site to discover who visits a site and how often they return
- It is a means of surveying visitors and getting to 'know' them more thoroughly



So we have learned that

## **Digital environments are Responsive**

- To reach online audiences, new media must remember the following:
  - Ease of use is of paramount importance
  - We want to create a simple and consistent interaction with the customer and
  - To make the customer want to interact; good dialogue and information really makes the sale

From our research we know that

## **Digital Environments are Comprehensive** in that

- Databases allow complete record-keeping and immediate access to encyclopedic information and it
- Allows:
  - tailoring of the message to that specific customer, it
  - provides different offers for different customers, and it
  - provides a catalogue of products unhindered by space limitations typical to conventional media which costs so much more in space

# New/Interactive Media Planning

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# What is New Media

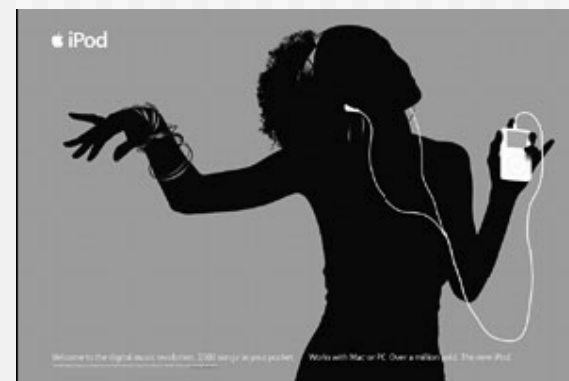
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*New Media is the utilization of **digital technology** to **communicate** with a target audience*

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---

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# Common bandwidths

---

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# Bandwidth

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# Digital Marketing –an overview

---

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  - comprehensive
- Allows you to:
  - serve and anticipate customer needs
  - become truly global
  - communicate quickly and efficiently
  - garner and develop leads

# Digital environments are Logical

---

- Databases - storing data and providing information using logic
  - Data - raw facts and figures
  - Information - result of querying this data; answering your questions

# Database uses

---

- research product specifications
- order product
- schedule service calls
- check available inventories
- check shipping progress
- inquire about payments
- request more information
- ask questions and/or troubleshoot problems

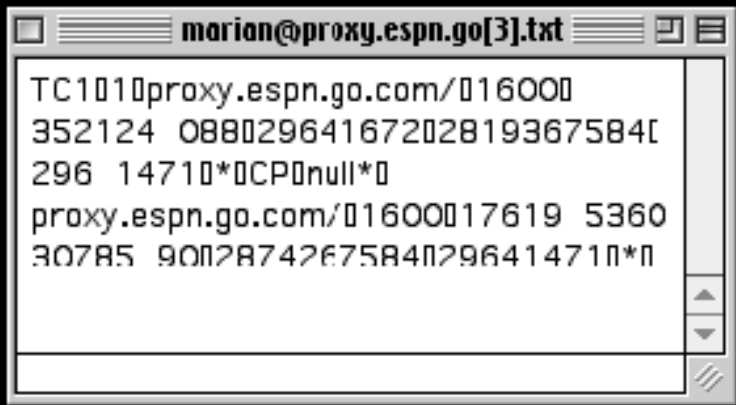
# Databases

---

- Databases enrich on-going customer relationships by ‘remembering’ previous customer interactions
- Memory is accomplished through
  - cookies
  - registrations

# Cookies

- A line of text that is written to a text file and placed on the user's hard drive when visiting a Web site
- Only the server (i.e. the site) that placed a cookie can access that cookie
- Remembers:
  - editorial and product preferences
  - shopping cart info
  - contact info



```
marion@proxy.espn.go[3].txt
TC1010proxy.espn.go.com/016000
352124 08802964167202819367584[
296 14710*0CP0null*0
proxy.espn.go.com/01600017619 5360
30785 90078742675840296414710*0
```

# Registration

---

- A simple means for a site to discover who visits a site and how often they return
- Means of surveying visitors and getting to 'know' them more thoroughly

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---

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# Digital environments are Comprehensive

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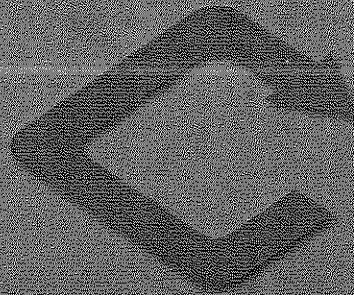
- Databases allow complete record-keeping and immediate access to encyclopedic information
- Allows:
  - tailoring of message
  - different offers for different customers
  - catalogue of product lines unhindered by space limitations

This supplemental article is intended as a text reference of sort, giving an overview of multimedia, and it's intended use and effectiveness. It is a simple process consisting of seven steps to be thought of when doing a comprehensive media plan.

WHITE PAPER

# Realize the Power of Multiple Media

7 steps to an effective and measurable multi-channel advertising campaign



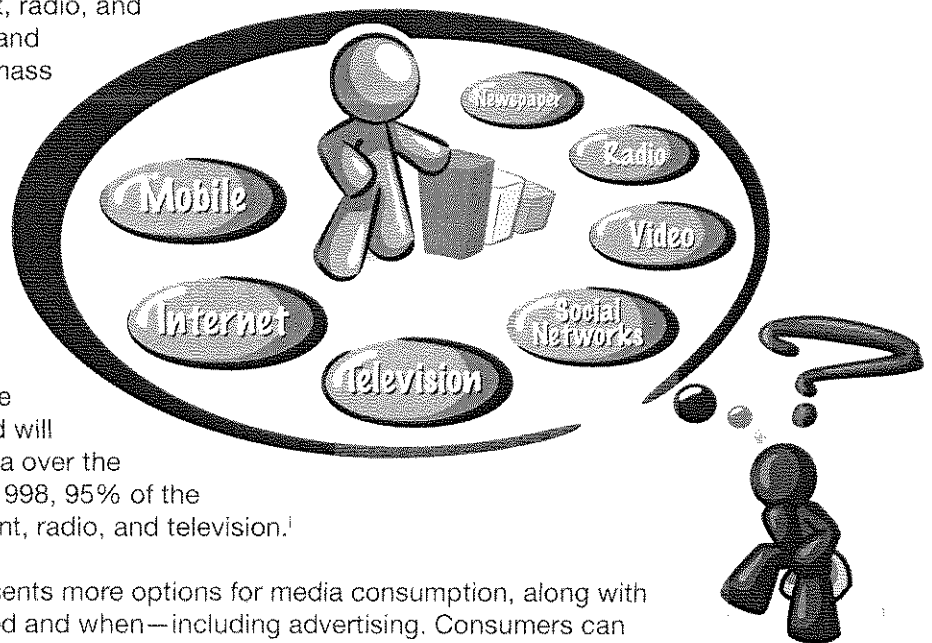
# Realize the Power of Multiple Media

In today's wired world, gone are the days of running an advertising campaign in any single medium with confidence in having delivered the message to your target audience. Marketers are no longer confined to newspaper, radio, and television advertising. Online media types have now proven to be efficient and targeted channels of advertising as well.

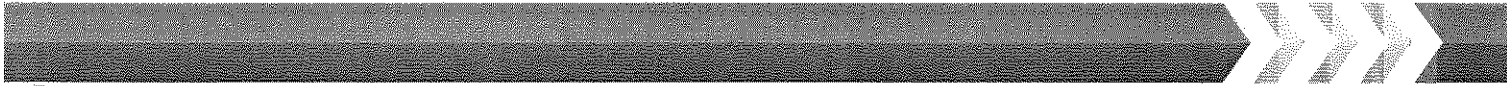
People have grown more comfortable with and dependent on technology. They go online for email, instant messaging, product research, shopping, banking, travel reservations, news, music or video, blogs, search. Add to the mix social networks and blogs.

Technology has empowered us with a greater amount of knowledge about a product or brand from a greater number of sources in a vastly shorter period of time. Advertising to today's consumers, we need to look beyond the traditional media of print, radio, and television. The audience is divided, and there's no longer such a thing as a mass medium.

With a rapidly changing media landscape, marketers are faced with a plethora of advertising opportunities to evaluate for their campaigns, all of which claim to be *the medium* that can reach a target audience. Meanwhile, research predicts roughly 33% of the \$605 billion global advertising spend will move from traditional to online media over the next three years. Comparatively, in 1998, 95% of the advertising budget was spent on print, radio, and television.<sup>1</sup>

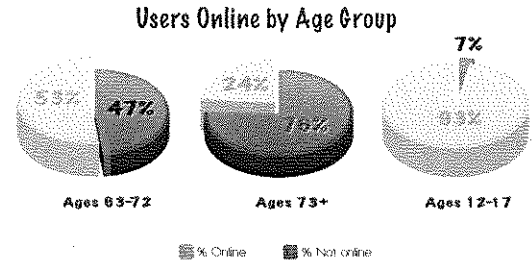


The changing media landscape presents more options for media consumption, along with control over what content is delivered and when—including advertising. Consumers can easily DVR their favorite shows and skip the commercials, or “tune out” an ad in any medium.



What advertisements aren't edited out, then, must compete for what remains of the audience's attention.

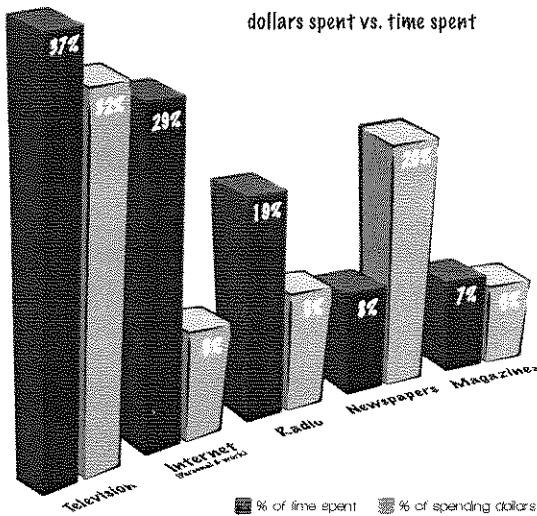
Just as our advertising media options have evolved, so too has the demographic profile of those consuming the different types of media. Nine of ten adults recently surveyed by the Pew Internet & American Life Project use the Internet on a regular basis. We know the middle age group is online and has been for a while, but of the remaining age groups, 53% of adults age 63-72 and 24% of adults age 73+ were online. It's no surprise that 93% of 12-17-year-olds were plugged in,<sup>ii</sup> and these days, even grandma checks her email.



Advertising spend in recent years has been **disproportionate** to the amount of time US adults spend with each medium:

- By the end of 2007, only 8% of the ad spend was on the Internet, while that's where US adults spent 29% of their time.
- Newspaper advertising represented 20% of the total ad spend, but only had an audience 8% of the time.<sup>iii</sup>
- Radio claimed 19% of the budget and 9% of the time.
- Print magazines and television, however, were the most closely aligned. Magazines secured 6% of the ad spend and 7% of consumer time, while television secured 32% of the ad spend and 37% of consumer time.<sup>iv</sup>

How can an advertisement compete for attention when consumers are engaged in so many types of media? By leveraging the power of the various advertising opportunities in a multi-channel campaign.



Sure, this media fragmentation may first appear a management headache to any marketer, but herein is the opportunity to expose more people to your message through more channels.

Recent studies prove that not only do we consume more media from different sources than ever before, but a large number of the population does it simultaneously—already in 2006, 60% of adults surfed the Internet occasionally while watching television.<sup>v</sup> Then there are those who listen to the radio while spending time online or reading a print publication. The possibilities for concurrent consumption of media—and advertising—are endless.

Bridging the media fragmentation gap requires not only acceptance of the newer types of advertising media, but a willingness and enthusiasm for incorporating those media into



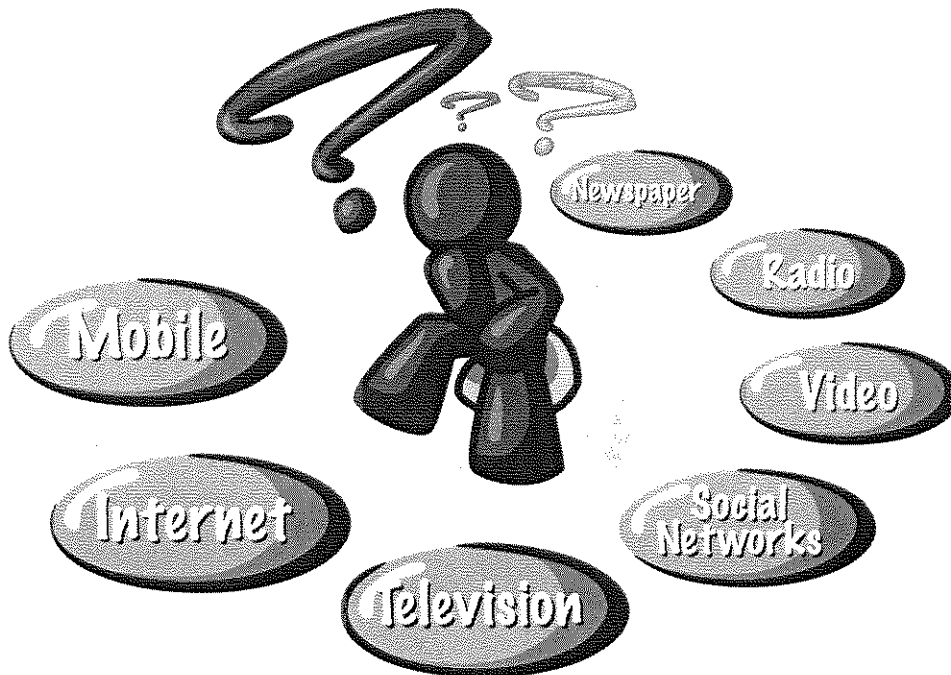
the advertising campaign strategy. Following this trend, analysts predict interactive marketing will grow 37% in the US this year, totaling \$24 billion in advertising dollars, a 32% increase from 2007 to 2008.<sup>vi</sup>

An apt analogy to illustrate the need for multiple media in an advertising campaign is financial investment—deciding how to allocate assets within a diversified investment portfolio to minimize risk. You wouldn't invest everything in a single stock, right? Likewise, in the event that a medium doesn't perform to expectations, it's good that all your eggs weren't sunk into that one proverbial basket.

**The right media mix for an advertising campaign depends on:**

- ◆ Campaign goals
- ◆ Target audience
- ◆ Location
- ◆ Timing & continuity
- ◆ Reach and frequency goals
- ◆ Budget

The process need not be unwieldy as you track buys from different outlets with different contracts and prices and processes. What follows are 7 steps for planning, executing, and measuring a multi-channel advertising campaign utilizing the “Big Four” media types—radio, print, television, and online.



# 7 Steps to An Effective and Measurable Multi-Channel Advertising Campaign

## 1. Define campaign goals

It's not enough anymore to put an ad out on television or radio and watch people come in droves to a brick and mortar store to take advantage of the latest discounts on popular brands they know and trust. With so many types of media available to deliver a marketing message, it's important to define campaign goals early in order to maximize your advertising budget.

Increasing sales alone shouldn't be the primary campaign goal; an arguably more profitable function of advertising is to raise awareness, regardless of whether the sentiment results in an immediate sale. Developed in 1961, the traditional DAGMAR (Defining Advertising Goals for Measured Advertising Results) model of advertising supports the notion that advertising is about more than sales, illustrating the process of change in consumer attitude that ultimately results in a purchase decision: awareness, comprehension, conviction, and action.<sup>11</sup> Setting advertising goals helps determine where in the consumer decision process the campaign fits, even if it's the gray area between comprehension and conviction, for example.

So how will you know when your campaign is successful? Think broadly of the reason for advertising in the first place, which commonly falls into a handful of categories, give or take a few:

- 🌀 **Build brand/raise awareness**
- 🌀 **Generate demand**
- 🌀 **Increase sales of advertised products**
- 🌀 **Introduce new product or service**
- 🌀 **Maintain relationship with target market**

Once the overall campaign goals have been set, it's time to drill down to define specific, measurable objectives that lay the foundation for a successful campaign. Consider timing, desired image, target market, reach, budget, and revenue, and work these into the campaign goals.

## Determine content strategy

It's true—content is king. Advertisers need to catch the interest of a busy audience whose attention is already divided among media types, then hold that attention until they take the desired action—be it logging on to a website or calling for information. The fact that we humans need to be exposed to a message multiple times before we remember it adds another layer of complexity to the campaign strategy.

Essentially, there's a limited amount of space and time in which to convey an advertising message. These tips can help make the most of the message:

- 🌀 **Hook the audience** early with a relevant message or concept.
- 🌀 Be sure the advertisements within the campaign **portray a consistent image** and **relate to the brand**.
- 🌀 Write **clear and compelling content** with a simple message that's specific about what's being advertised.

- 👁️ **Tailor** content to the target audience based on their demographic profile and location.
- 👁️ **Make it easy** for people to pass along your message—advertise special offers for referrals.
- 👁️ **Be persuasive.** To motivate the target audience, consider using one or a combination of the rhetorical appeals first described by Aristotle—*ethos*, *pathos*, and *logos*.

- **Ethos** refers to the appeal of the speaker's character or authority. A good example of ethos in advertising is celebrity endorsements.
- **Pathos** appeals to the audience's emotions. It can be used to convey feelings of confidence and integrity in a brand, or to inspire a feeling or emotion that brings about the desired action. Think back to the 80s and Sally Struthers on television with a "you can do it!" voice touting the benefits of at-home career training to evoke feelings of hope in the audience.<sup>viii</sup>
- **Logos** is logical appeal. In advertising this persuasive strategy is usually marked by facts, figures, and data.

## 2. Identify and understand the target market

Arguably the most important component of an advertising campaign is **knowledge**. Knowing your **target audience** and their **media consumption habits** allows you to craft a message that will appeal directly to these consumers, delivered in a medium they use, and in a language they speak.

Think first of the consumer base for your product or service—the target market.

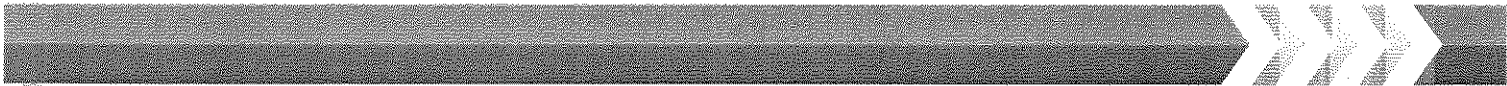
- |   |   |
|---|---|
| <input type="checkbox"/> Who buys your product?                 | <input type="checkbox"/> What media do they use most often?                           |
| <input type="checkbox"/> What are their spending habits?        | <input type="checkbox"/> What's their typical attitude toward the product or service? |
| <input type="checkbox"/> Are they predominately male or female? | <input type="checkbox"/> What are their needs?  |
| <input type="checkbox"/> From what age group?                   | <input type="checkbox"/> Their lifestyles?  |
| <input type="checkbox"/> Where are they located?                |   |
| <input type="checkbox"/> What is their education level?         |   |

This information becomes the demographic profile of your target audience and provides a basis for the media decisions for the advertising campaign.

Next, characterize the demographic profile in terms of gender, age, education, and location to target your campaign—something like Males, age 18-34, college-educated, located in a 50-mile radius of Anytown metropolitan area. Use this simplified profile to help you research advertising opportunities. Whether the audience of a given media outlet matches that of your campaign criteria lets you know if that media outlet can deliver to your target audience.

Other means of conducting market research include calling around for information, conducting informal surveys of customers and prospects, and checking out the competition.





Finally, work the information from your market research into the development of the media plan and content strategy for the advertising campaign. Broad, general messages don't resonate like they used to. Gear your message specifically to the person that will be buying your product or seeking your service. Because, let's face it, just because grandma shops for milk and bread in your store doesn't mean she cares about a promotion around the teenage heartthrob novel *Twilight* during her talk radio program.

### 3. Research media options

In an industry landscape redefined by technology and consumer choice, **media fragmentation** may call to mind the perception of disjointed and unmanageable advertising opportunities. But really, this perceived fragmentation presents an **opportunity** for marketers to harness the power of the various media available today—by leveraging the unique qualities of each medium to reach consumers with a relevant message when they're most receptive.

Media can and should **work in concert**. It's not so much **fragmented** as it is **complementary**.

Consider using one medium to drive traffic to another, and measure the effort in the post-campaign analysis. Think of traditional media as a way to drive traffic to a website so you can measure the activity.

In a recent survey,<sup>ix</sup> consumers went online or in the store 56% of the time to research and purchase products seen in the newspaper. Twenty-two percent of Internet users learn about something on the radio, search for it online, and purchase it.<sup>x</sup> This demonstrates the power of offline advertising in driving online traffic.

Further, Online Publishers Association conducted a study to measure the impact of multi-channel advertising, specifically the combination of television and online media. The study showed greater brand recognition and recall among people exposed to an advertisement in multiple media—30% of respondents remembered the ad after seeing it only on television, compared to **78% recall** among those who saw the ad **both online and on television**.<sup>xi</sup>

With so many options, how can we find the right media mix for an advertising campaign to deliver the message to the target audience, with the right frequency and relevancy, and within budget? Through careful analysis of the opportunities available in your market and an understanding of the unique advantages of each medium, these media types can work together to help maximize the impact of an advertising campaign and measure the results like never before.

#### Understand reach, frequency, and relevancy

First and foremost, understand the concepts of reach, frequency, and relevancy, and how they relate to your campaign. *Reach* refers to the total number of people "in the audience" for your advertisement, *frequency* refers to the number of times an individual is exposed to your ad, and *relevancy* is exactly what it implies—how relevant your ad is to an individual at the time and in the context that he or she is exposed to it.

**Reach** indicates the size of the unduplicated audience. When considering reach, it's important to remember that an individual viewing or being exposed to an advertisement more than once does not increase its reach, but rather frequency.

| 1998       |           | 2007       |           |
|------------|-----------|------------|-----------|
| Reach      | Frequency | Reach      | Frequency |
| 1 TV       | TV        | 1 TV       | Internet  |
| 2 Print    | Print     | 2 Internet | TV        |
| 3 Radio    | Radio     | 3 Radio    | Radio     |
| 4 Internet | Internet  | 4 Print    | Print     |

Rankings of mediums used in 1998 and 2007



**Frequency** is how many times an individual is exposed to your ad in any medium. Frequency can be attained through repetition of ads during the campaign run dates, and/or by rotating advertisements between media types.

The reach and frequency of each advertising medium have evolved along with our media consumption patterns, primarily due to the growing number of people online. Research suggests that over 70% of US households are now online with the bulk of those users being middle-aged (the “sweet spot” for purchase decisions), and that the increase in Internet consumption and decrease in television consumption correlates to a rise in income for many of these households.<sup>xii</sup>

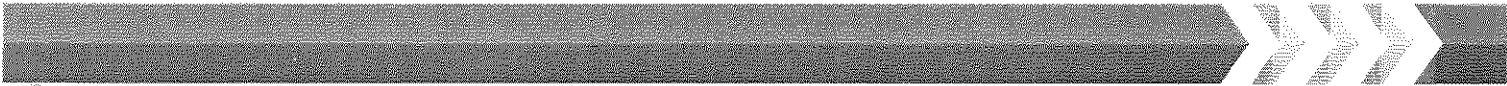
**Relevancy.** If content is King, then relevancy is Queen. These days consumers have choices—*what media* to consume, *when* and *how to buy* their goods. Before the buy, they can go online and research a product or service, from reading up on corporate messaging to accessing customer reviews. People won’t spend time with an ad if it’s not relevant to them—demographically, contextually, behaviorally, temporally.

While a campaign calendar can illustrate the frequency of advertisements, and the statistics illustrate reach, relevancy is typically based on gut feel resulting from market research. Program ratings and editorial content of a publication can help determine the degree of relevancy an opportunity holds. Marketers can do their best to find relevant placements for their ads and produce ads with relevant content, but actual responses to the campaign are usually the best indicator of relevancy.

### **Understand the media**

The key to leveraging media fragmentation as an opportunity for higher impact advertising campaigns is to understand the unique qualities of each media type. Use that insight to outline a media mix tailored to the local market and media consumption patterns of your target audience, then determine how much of the budget to allocate to each media type in order to reach the campaign goals.

The following image compares the advantages and disadvantages of the Big Four—print, radio, television, and online advertising. “Online” here refers to the three main types of online advertising—text, rich media, and display. The type(s) of online advertising selected for a campaign can influence the pros and cons of the medium. It’s also important to note that these days, people can do things like watch Internet television or stream radio online; these services are often ad-supported and present an opportunity for media outlets to provide value-adds to their advertisers.



## Advantages

| Print                                   | Radio                                  | Television                                       | Online                              |
|---|--|--|-------------------------------------|
| Loyal readership                        | Increased reach and frequency          | Highest reach                                    | Increased reach and frequency       |
| Longer shelf life                       | Sounds increases recall                | Conveys personality of a brand                   | Less expensive                      |
| Highly targeted                         | Value adds (appearances, promotions)   | Attentive audience                               | Flexible--can change ads on the fly |
| Tangible<br>(see it, touch it, feel it) | Production done by radio station       | Combined audio and visual enhances effectiveness | On-demand, interactive medium       |
| Tells a story in a picture              | "In the Moment" medium                 | Portrays real-life situations                    | Most measurable                     |
|   | Targets audience with active lifestyle |  | Engaged audience                    |
|   | Flexible--can change ads on the fly    |  |                                     |
|   | Geographic focus                       |  |                                     |

## Disadvantages

| Print   | Radio  | Television                           | Online   |
|---|--|--------------------------------------|--|
| Long lead time                                      | Background medium  | Ads interrupt entertainment          | Potentially intrusive  |
| Higher cost   | Audience can't "keep" and revisit advertisement                          | Limited, expensive premium inventory | Potential ad clutter   |
| Limited flexibility                                 | No visual component to reinforce message                                 | High production cost                 | As many or more bad buying options as good                         |
| Potential for competitor ads to be displayed nearby | Short life span limits exposure  | Limited length of exposure           | Still being defined; not standardized                              |
| Potential ad clutter                                | Target audience composition may require advertising on multiple stations | Declining reach DVR effect           | No easy way to search, analyze, compare, and buy online properties |
| Little control over placement                       |  | Low station loyalty                  | Perceptions of credibility   |
| Declining Reach                                     |  |                                      |  |

#### 4. Understand and measure CPM

The cost of an advertisement or a schedule of ads is often based on CPM (Cost Per Thousand), a standard measurement that helps you gauge the potential reach of an advertisement or series of ads—*before* spending any of the budget.

In the advertising world, CPM refers to the cost of one thousand impressions of an advertisement. CPM gives marketers a way not only to compare the cost of ads when planning a campaign, but also to measure the value of an entire campaign, even one that employs a variety of media to deliver its message.

To **calculate** the CPM of a single advertisement, take the cost of an ad and divide it by the total audience, then divide that by one thousand:  $\text{cost}/(\text{audience}/1,000)=\text{CPM}$ . If an ad costs \$2,000 and the total audience is 120,000 people, the CPM would be \$16.67:  $2,000/(120,000/1,000)=\$16.67$ .

Some nuances in the formula exist depending on the medium. Online, CPM is calculated based on the number of times an advertisement is displayed to a user, regardless of whether the user clicks on it. In print media, CPM is calculated based on the number of copies of a publication rather than the average readership of a single copy; cost of a print ad is often determined at a flat rate, calculated by cost per column inch, so it's important to calculate the CPM if it isn't already provided with the rate information. For radio and television, marketers should look at average viewers or listeners rather than peak numbers. And of course, CPM doesn't account for ad production costs.

Nonetheless, using CPM to plan and measure multi-channel advertising campaigns can thwart a post-analysis headache, so even if your campaign includes a traditional media type that is sold in flat rates, it's helpful to convert the cost of all your ads into CPM. Let's say you've decided to place an ad in the program for the community arts theatre's upcoming play, and all you have on the invoice is "1/2 page color ad, \$200." Find out the estimated number of attendees for all performance dates (say 15,000), and you'll have something like  $200/(15,000/1,000)=\$13.33$  CPM.

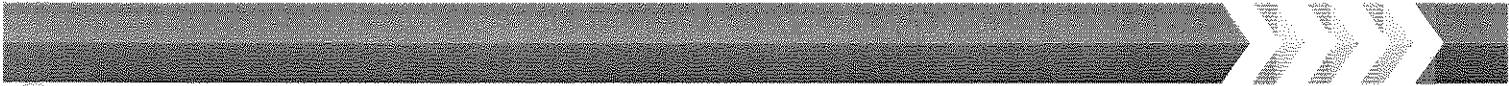
And it's worth pointing out again here that no matter how good a CPM looks for the campaign budget, there's no value in it if the ad isn't reaching the right people.

#### 5. Plan your campaign

Now that your campaign goals are in place and market research has been conducted, it's time to put it all into an executable plan.

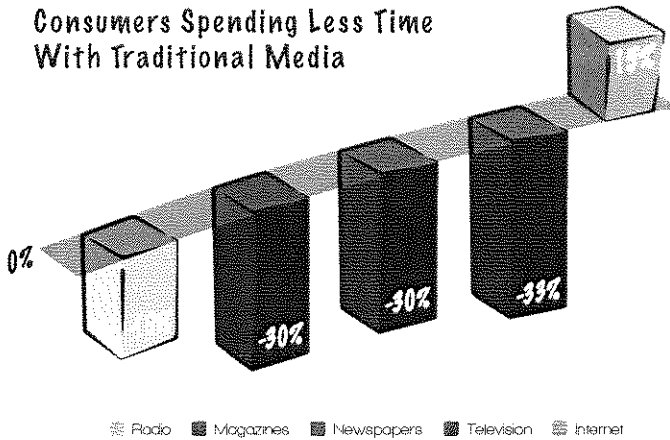
##### Select media types

Just as we've seen an increase in the time consumers spend online over the last decade, there has been an overall steady decrease in the amount of time spent with other media types.<sup>xiii</sup> This trend effectively erodes the supremacy of any single medium in an advertising campaign, with the possible exception of online if these media consumption patterns continue.



In a multi-channel campaign, it's important to compare the value of the inventory offered by each media outlet using a standard measurement, such as CPM, to gain insight into the reach and frequency of the campaign. Look at the *content* of the media property to determine its relevance to your target audience.

### Consumers Spending Less Time With Traditional Media



Think also of how multiple media will complement each other in the campaign. Use one medium to drive traffic to the other to increase frequency and recall. The odds of your audience recalling your advertisement are approximately 4 ½ times better with a mix of one Internet ad plus a radio ad than two Internet ads alone.<sup>xiv</sup>

Consider a few questions as you evaluate media options: How many people will your ads reach with one outlet versus another? How often or for how long will the ads run? What editorial content or program ratings make the ads relevant to the audience?

### Select media outlets

It's helpful to start researching media outlets in the campaign market early in the planning process. Start gathering the information you'll need to make your media buying decisions. Some outlets post their media kits online; these contain information about the outlet such as audience profile, editorial calendar, advertising specifications, and contact information. Rates may or may not be published—even if they are publicly available, they can always be negotiated.

Make a list of the media outlets that present the best match to your campaign criteria, and pick a few more than you need—it helps with negotiations later on.

### Create media plan

Create a media plan that shows the details of your campaign as they relate to advertising media. The main components of the media plan for an advertising campaign include:

- 📅 Campaign **run dates**
- 📅 List of **confirmed placements** by media type
- 📅 **Calendar or flowchart** illustrating desired (and later, confirmed) placements
- 📅 **Budget summary** by medium, by outlet, and for overall campaign
- 📅 **Delivery stats**—expected reach, average CPM

Specific details of the media plan vary. Some may require an execution plan, additional information about the media outlets (audience composition or program ratings), or data on the campaign itself (demographic profile of target audience, campaign goals and measurement, or other pre-analysis data).

## 6. Execute

Executing the advertising campaign includes requesting advertising inventory, negotiating rates, reviewing ad specifications for the various media outlets (file size and type, submission guidelines, deadlines), preparing insertion orders, and creating a calendar of confirmed ad schedules.

### Request ad space

Known as anything from an inventory, placement, or “avails” (availability) request, secure advertising space with selected media outlets well in advance to ensure your order can be filled within the time constraints of the campaign.

It's helpful to get a quote from multiple media outlets offering similar advertising opportunities to allow comparison of rates. Oftentimes the rates published in an outlet's media kit are negotiable, and there's room to work value-adds into the deal—an on-site promotion with a schedule of radio ads, for example, or a free banner ad online with the purchase of a print advertisement. Get offers in writing to review schedules and costs; written confirmation of placement is often sent out after a media outlet receives the final insertion order for a schedule of ads.

As with any business transaction, it's a good idea to become educated on the offerings before entering negotiations. Below is some general information about how these media types are packaged.

- ❖ *Print.* Many print publications measure their advertising inventory in terms of column inches, which may then be translated into a flat rate representing the amount of page space being purchased. It's helpful to calculate the cost per column inch in terms of CPM for comparison across media.
- ❖ *Online.* Common names for online advertising placements include leaderboard, banner, or skyscraper for websites. Other forms of online advertising such as Pay Per Click (PPC), text and display ads, sponsorship, and online directory listings are simple and effective.
- ❖ *Radio.* Radio advertising is sold by dayparts, or sections of the day in which specific programs are aired. Rush hour is considered prime radio time, reaching the most people on their commute to and from work. Plan in advance how many ads should be run each day, during which dayparts, and for how many weeks to increase reach and maximize the radio component of your media mix.
- ❖ *Television.* In addition to CPM, television advertising is measured by Cost Per Point (CPP), calculated by the cost to buy one rating point ( $\text{Cost of Ad Schedule} \div \text{Gross Rating Points}$ ). Rating points are defined as 1% of the total television audience in a given market.

### Create campaign calendar

After securing inventory from the publishers chosen to participate in the campaign, a best practice is to create a calendar that lists, at minimum, all the media outlets selected for the campaign, categorized by medium, along with the schedule of the advertisements.

Advertising calendars may include additional details as well, such as creative deadlines, descriptions of ads, allocated and spent budget, CPM, and potential reach. The components of an advertising calendar largely depend on whether it's intended to be a tactical calendar indicating when the ads run, or a reporting tool for sharing overall campaign details at a glance with business stakeholders. These calendars are often created in

a spreadsheet, color-coded to indicate flight dates by medium.

## 7. Measure

Evaluating campaigns is essential to getting the results you want from your advertising. Campaign metrics help you evaluate the impact of the advertising, demonstrate its ROI (Return of Investment), and apply knowledge from one campaign to the next.

### Test creative

Measurement includes tracking not only hard numbers like reach, conversion rates, and cost, but also testing the creative content of the advertising campaign where possible to measure the response of prospective customers to your message—they know better than anyone else what resonates with them. Testing allows the ads with disappointing responses to be refined during the life of the campaign before they affect the bottom-line metrics of the campaign.

A popular model of testing—A/B or split testing—refers to the method of testing where a control sample is measured against other versions of the ad where only one variable is different to allow apples-to-apples comparison. Prior to the campaign, testing may be conducted with a sample of respondents to predict the impact an advertisement will have on its target customer.

### Identify key metrics

Develop key metrics for the campaign by which you can measure its effectiveness. The metrics should reflect the overall campaign goals, and they should be both quantitative (sales numbers) and qualitative (open-ended feedback). Common methods of gathering data to measure a multi-channel advertising campaign are:

- ☞ Comparing **established business metrics** before, during, and after campaign (may be sales, number of hits on the website, etc.).
- ☞ Including a **coupon or special offer**. Create variations of the same offer for each ad so you can see which ads get the highest response.
- ☞ **Offering incentives** for customers who mention that they're responding to an ad (for example, \$5 off a pair of shoes for customers who mention hearing the radio ad).
- ☞ **Using toll-free phone numbers** to track responses. Assign the number(s) to particular ads.
- ☞ And of course, the tried-and-true method of **asking customers** how they heard about your product or business through formal or informal surveys.

Specific metrics to analyze might include:

- ☞ **Conversion rates** by medium and across media for the overall campaign. Simply stated, conversion happens when the prospect takes the desired action—"answers" the ad's call to action—which varies depending on medium and campaign goals. Factors influencing conversion include **interest level, attractiveness of the offer, and ease of conversion**. What constitutes a conversion needs to be defined early in the planning process not only for tracking purposes, but so the creative can be optimized around the call to action to make conversion as easy as possible.

Conversion rates at the campaign level might be tied to overall sales or new leads during the campaign. Tracking conversion rates by medium shows which media provide the best value for your advertising dollars. Conversion may be defined in a variety of ways, but here are some common examples of conversion tracking by medium.

- Online, conversion may be measured by the **number of clicks** on an advertisement (CTR or Click Through Rate).
- For print advertising, a common method of tracking conversions is by the number of customers who redeem a **coupon** designed specifically for each publication in which the ads were run.
- With radio and television ads, conversion is often measured by tracking **customer calls** to dedicated phone lines or **website traffic**.
- **Vanity URLs** may be employed to track conversion rates from specific advertisements in any medium. Just like 800 numbers can be dedicated to advertisements, so can discrete web pages, or landing pages. One trick to these is keeping the URL short and branded. For example, take the company URL and add an indicator for the campaign, such as <http://company.com/fallsale>. More granularly, <http://company.com/sale> could be used only for the radio ads, with <http://company.com/fallsale> for print ads, thus tracking the effectiveness of multiple media.

- 📊 **CPM averages** by campaign, by medium, and by market.
- 📊 **Visits** to an established landing page or designated web page.
- 📊 **Online metrics** such as Cost Per Action (CPA), page views, unique visitors, online sales, referral sources, and “stickiness” (average time spent on the site).
- 📊 **Revenue** by ad format.
- 📊 **Advertising/sales** ratio.

### Reconcile campaign

Another piece of the post-campaign analysis process is reconciliation—making sure the ads ran when they were scheduled, that the agreed-upon number of impressions was delivered, and ad placement and quality were appropriate.

The first step to reconciling an advertising campaign is to review the calendar for scheduled ads that didn't run. This includes reviewing tearsheets from print advertising along with statements from other outlets showing the number of impressions delivered, compared against the campaign plan.

If there are ads that didn't run as scheduled or errors in the ads that did run, compile this information and send it to the media outlet for compensation.

### Repeat

What were the most cost-effective media buys that delivered the best results? Apply what you've learned



about your target market and the various advertising opportunities available in your next campaign. Use past media plans and calendars as templates for upcoming campaigns so you don't have to continually reinvent the wheel.

The benefits of multi-channel advertising are many—extended reach and greater frequency, better measurability, and the opportunity to leverage multiple media types to strengthen the impact of your campaign. Through careful pre-campaign analysis and planning, multi-channel advertising increases the ROI of your campaign, allowing you to reach more of your target audience more efficiently.

Research and advanced planning saves time and money otherwise lost to rush charges, poorly conceived or designed ads, and a weakened campaign due to selection of the wrong media.

Realize the power of using multiple media to deliver your message to an increasingly divided audience. Keep in mind the 7 steps to planning, executing, and measuring a multi-channel advertising campaign:

- Define campaign goals
- Identify and understand target market
- Research media options
  - Understand reach, frequency, and relevancy
- Measure CPM
- Plan campaign
  - Select media types
  - Select media outlets
  - Create media plan
- Execute
  - Request ad space
  - Create campaign calendar
- Measure
  - Test creative
  - Identify key metrics
  - Reconcile
  - Repeat

