



Media Planning and Strategy



Agenda

- ▶ Review: Creative Implementation
- ▶ Media
 - ▶ To understand the key terminology used in media planning
 - ▶ To know how a media plan is developed
 - ▶ To know the process of developing and implementing media strategies



Media Terms and Concepts

Media planning

- Series of **decisions** involved in **delivering** the promotional **message** to the **prospective** users of the product or brand

Media objectives

- Objectives formulated to organize a media plan (**What**)

Media strategies

- Plans of action designed to attain the media objectives (**How**)



Media Terms and Concepts

Medium

- General category of available **delivery systems**

Media vehicle

- **Specific carrier** within a medium category



Media Terminology

Introducing

- Rating point: The percentage of target audience that is viewing
- Reach: Number of different audience members exposed at least once in a time period
- Frequency: Number of times the receiver is exposed to the media vehicle in a time period
- GRP (Gross Rating Point) or TARP (Total Audience Rating Point): The sum of all the ratings for programs;
Including Duplicating Ratings

Note: $GRPs = Reach * Frequency$



Media Terminology

Person	Program				Total Exposure	Total 4 Programs
	A	B	C	D		
1	x	x	-	-	2	x
2	x	x	-	x	3	x
3	-	-	-	x	1	x
4	-	x	x	x	3	x
5	-	-	x	-	1	x
6	-	-	x	-	1	x
7	x	x	x	x	4	x
8	-	-	-	-	-	-
9	x	x	-	x	3	x
10	-	-	-	-	-	-
Total Exposure	4	5	4	5	18	8
Reach	40%	50%	40%	50%		80%

- Assume there are 10 persons and 4 programs.
- 8 out of 10 persons watch any program.
- Program A was watched by 4 persons or 40 %, etc.
- The total exposure of the 4 programs is 18 times.



Other Terminology

- **SOV** – Share of Voice
- **SOE** – Share of Expenditure
- **SOM** - Share of Market

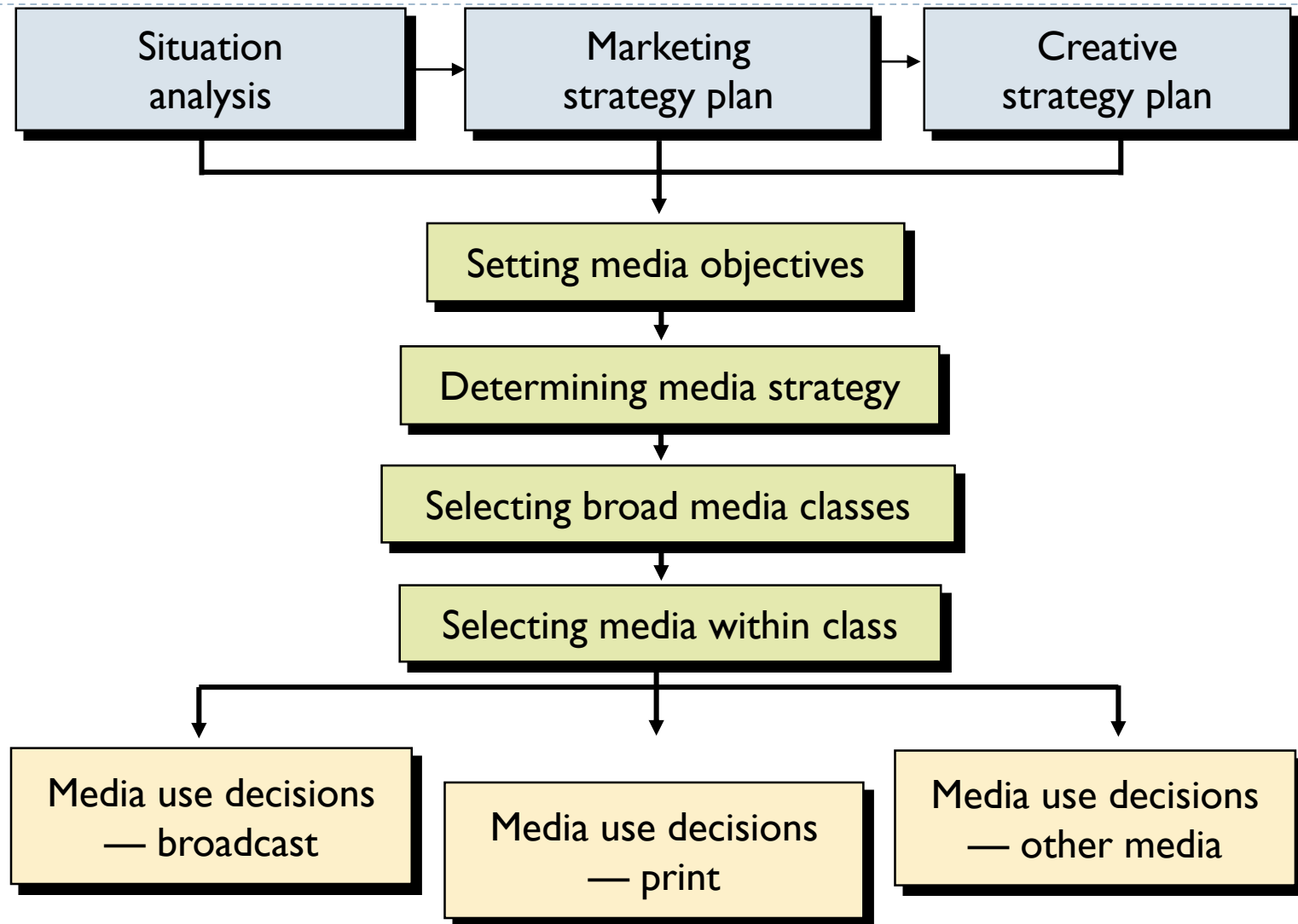


Media Plan

- ▶ Guides media selection
- ▶ Aims to find a combination of media to communicate a message:
 - ▶ In the most effective manner
 - ▶ To the largest number of potential customers
 - ▶ At the lowest cost



Activities Involved in Developing the Media Plan



Problems in Media Planning

- ▶ **Insufficient** information
 - ▶ **Sweeps periods:** Used for measuring TV audiences and setting advertising rates
- ▶ Inconsistent **terminologies**
- ▶ **Time** pressures
- ▶ Difficulty measuring **effectiveness**



Target Market Identification

- ▶ Primary research and/or secondary sources **help determine** which **specific groups** to **target**
- ▶ **Index number:** Good indicator of the potential of a market

$$\text{Index} = \frac{\text{Percentage of users in a demographic segment}}{\text{Percentage of population in the same segment}} \times 100$$



Which group should we focus on?

Age Segment	Population in Segment (%)	Product Use in Segment (%)	Index
18–24	15.1	18.0	119
25–34	25.1	25.0	100
35–44	20.6	21.0	102
45 +	39.3	36.0	91



Figure 10.12 - Criteria Considered in the Development of Media Plans

- The media mix
- Target market coverage
- Coverage
- Scheduling
- Reach and frequency
- Recency
- Creative aspects and mood
- Flexibility
- Budget considerations

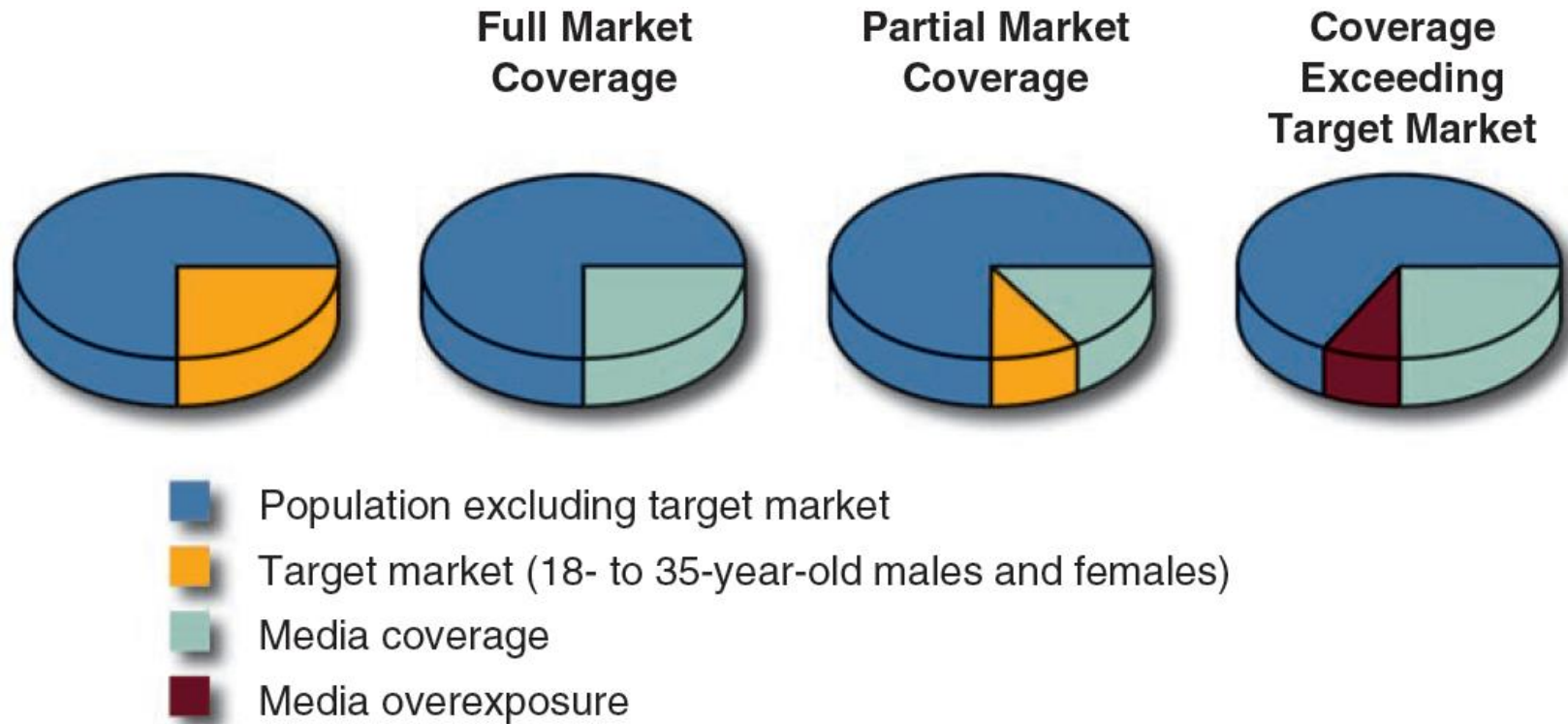


Media Mix

- ▶ Adds more **versatility** to the media strategies
- ▶ **Increases** **coverage, reach, and frequency** levels
- ▶ Improves the likelihood of **achieving** overall communications and marketing goals



Marketing Coverage Possibilities



- **Matches** the most appropriate **media** to a **target**
- Goal - **Extend media coverage** to members of the target audience **while minimizing waste** coverage

Figure 10.15 - Three Methods of Promotional Scheduling

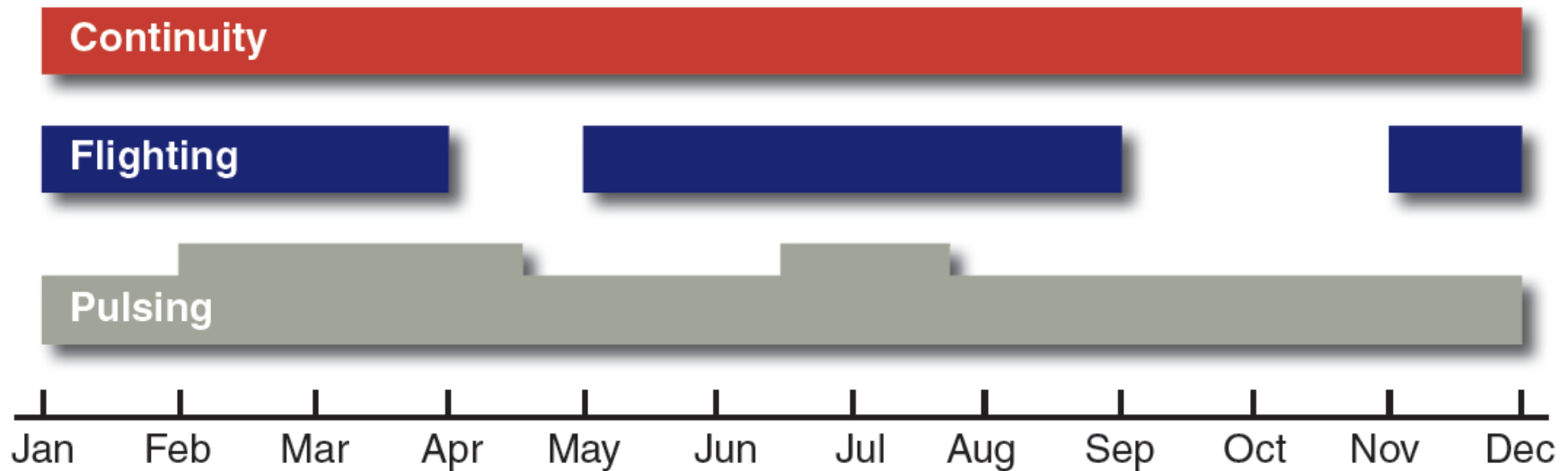
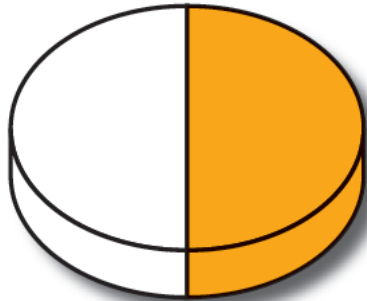


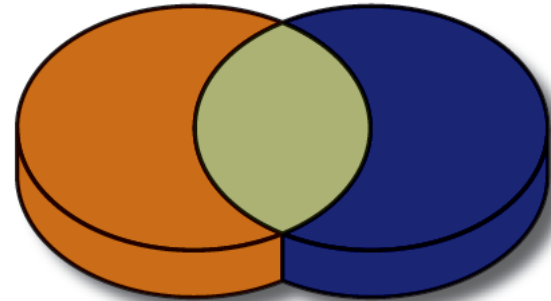
Figure 10.18 - Representation of Reach and Frequency

A. Reach of One TV Program



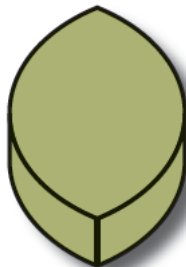
Total market audience reached

B. Reach of Two Programs



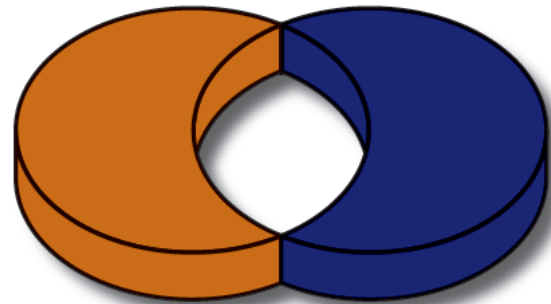
Total market audience reached

C. Duplicated Reach



Total market reached
with both shows

D. Unduplicated Reach



Total reach less
duplicated reach

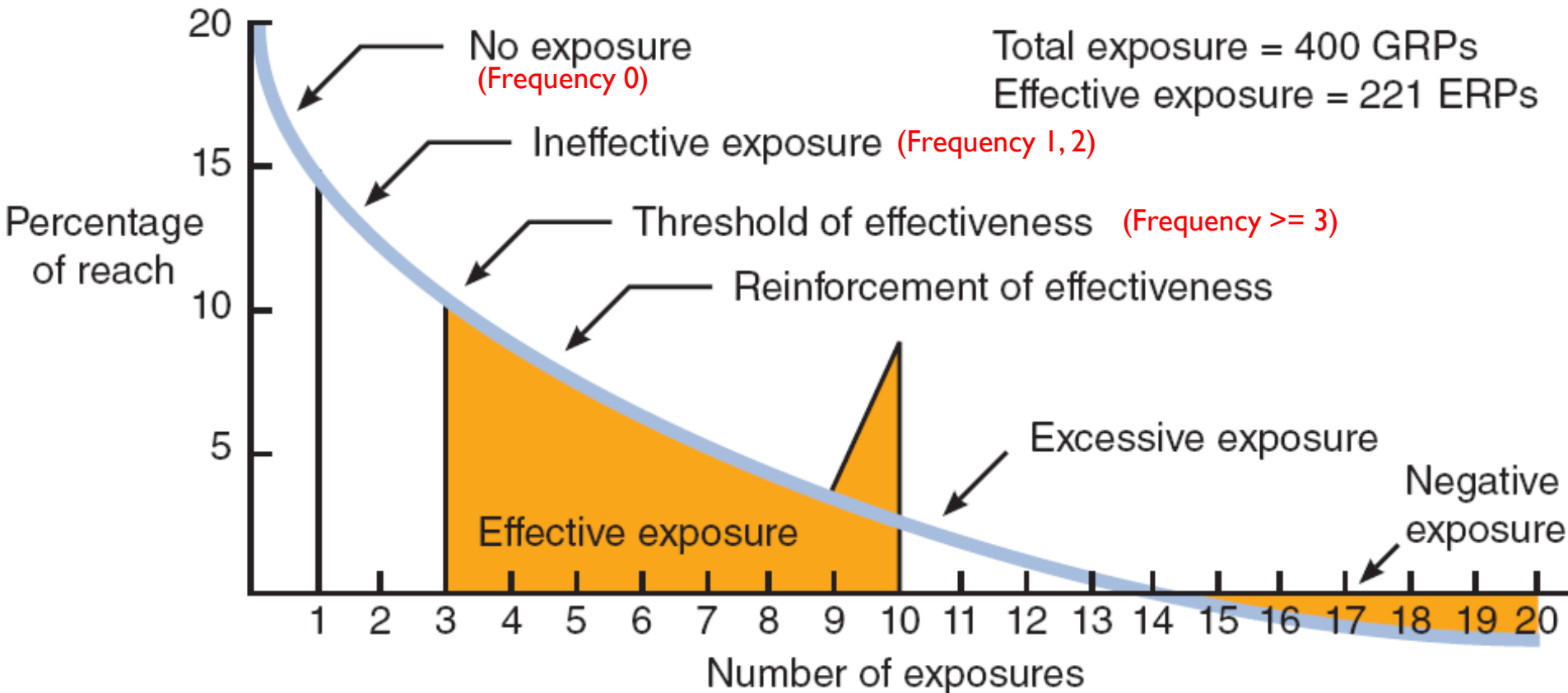
Effective Reach

- ▶ Represents the percentage of audience reached at each effective frequency increment
- ▶ Based on assumption that **one exposure** to an ad may **not** be **enough** to convey the desired message



Figure 10.21 - Graph of Effective Reach

Total Exposure versus Effective Exposure of a Prime-Time Television Schedule



GRPs = Gross Ratings Points
ERPs = Effective Rating Points

Recency Planning

- ▶ Focusing on short interval reach at minimum frequency levels **as close to the purchase decision as possible**
- ▶ Has continuous schedule over a one week period
- ▶ Targets less to gain exposure to reach as many potential consumers as possible



Creative Aspects and Mood

▶ Creative aspects

- ▶ Effective implementation of creativity requires appropriate medium
- ▶ Required media and creative departments to work together to achieve the greatest impact with the audience

▶ Mood

- ▶ Appropriate media should be used to create a mood that enhances the creativity of a message



Flexibility

- ▶ **Helps in dealing with:**
 - ▶ Market opportunities
 - ▶ Market threats
 - ▶ Availability of media
 - ▶ Changes in media or media vehicles



Budget Considerations

- ▶ **Absolute cost:** Actual total cost required to place the message
- ▶ **Relative cost:** Relationship between price paid for advertising time or space and the size of audience delivered
 - ▶ Used to **compare across media vehicles**



Determining Relative Cost of Media

Cost per thousand (CPM)

$$\text{CPM} = \left[\frac{\text{Cost of ad space (absolute cost)}}{\text{Circulation}} \right] \times 1,000$$



Determining Relative Cost of Media

Cost per thousand (CPM)

$$\text{CPM} = \left[\frac{\text{Cost of ad space (absolute cost)}}{\text{Circulation}} \right] \times 1,000$$

Pro:

- Compare across media

Con:

- Mislead - - impression that ad carries (TV more impactful than print)
- Pass-along rate not counted



Exercise: Calculate CPM Example

Cost = 35,000 Baht/ Insertion

Audience ('000) = 11

CPM = ?



Determining Relative Cost of Media

Cost per rating point (CPRP)

$$\text{CPRP} = \left(\frac{\text{Cost of commercial time}}{\text{Program rating}} \right)$$



Exercise: Calculate CPRP

Cost = 85,000 Baht/ 30'' Spot

Rating Point = 10

CPRP = ?



Factors to Consider During Evaluation and Follow-up

Effectiveness of the strategies in achieving the media objectives

Media plan's contribution in attaining the overall marketing and communications objectives



Media Game!



Media Game!

- ▶ Use your electrical device.
- ▶ Search “kahoot”: <https://kahoot.it/#/>
- ▶ Enter pin
- ▶ You have 10 sec in the first 7 questions. And you have 20 sec in the last 3 questions.
- ▶ For the first 3 questions, refer to the table on the following slide in your handout.
- ▶ Enjoy!



Refer to this slide for Q1-3 in kahoot

Person	Program				Total Exposure	Total 4 Programs
	A	B	C	D		
1	x	x	-	-	2	x
2	x	x	-	x	3	x
3	-	-	-	x	1	x
4	-	x	x	x	3	x
5	-	-	x	-	1	x
6	-	-	x	-	1	x
7	x	x	x	x	4	x
8	-	-	-	-	-	-
9	x	x	-	x	3	x
10	-	-	-	-	-	-
Total Exposure	4	5	4	5	18	8
Reach	40%	50%	40%	50%		80%

Social Media Metrics

- ▶ Brand buzz (total mentions)
- ▶ Reach (number of fans)
- ▶ Facebook likes
- ▶ Twitter tweets and retweets
- ▶ Traffic from social media
- ▶ Clickthrough rate to website

Measuring Facebook ROI

- ▶ Growth (number of likes, over time)
- ▶ Engagement (number of likes, comments, shares)
- ▶ Total reach (number of people who viewed content)
- ▶ Popular posts (posts with highest engagement)
- ▶ Budget spent
- ▶ Leads (number generated)
- ▶ Sales (sales closed, number and amount)

Based on Kathi Kruse, “7 Ways to Measure Facebook’s ROI,” www.ragan.com/Main/Articles/46722, May 22, 2103.

Media : Where is the Answer?

Traditional Media

New Media/ Digital Media



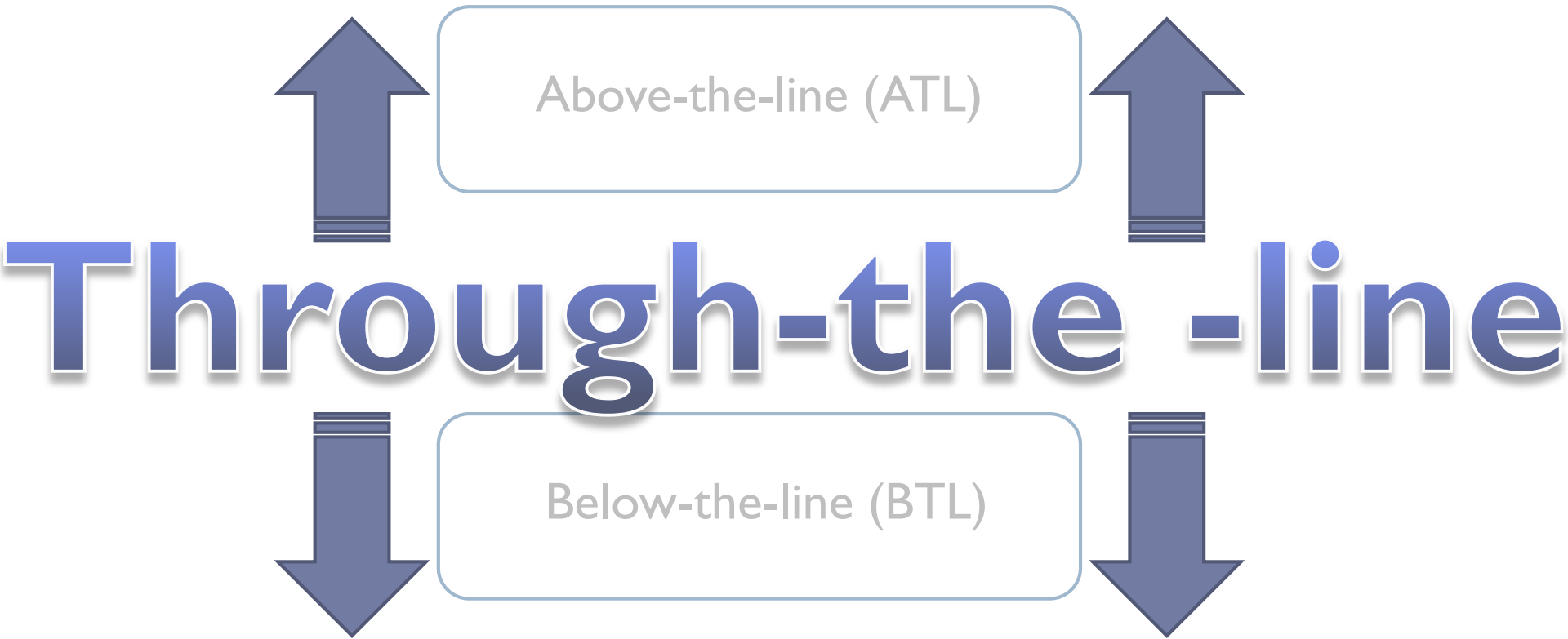
Media

Above-the-line (ATL)

Below-the-line (BTL)



Media



AIO Index Number

Index Number

$$\text{Index} = \left(\frac{\text{Percentage of users in a demographic segment}}{\text{Percentage of population in the same segment}} \right) \times 100$$



Which one should marketers be proud of?

- ▶ Paid media
- ▶ Owned media
- ▶ Earned media



What have we covered

- ▶ To understand the key terminology used in media planning
- ▶ To know how a media plan is developed
- ▶ To know the process of developing and implementing media strategies





Appendix



Internal and External Factors Influencing Media Strategies

▶ Internal factors

- ▶ Size of the media budget
- ▶ Managerial and administrative capabilities
- ▶ Organization of the agency

▶ External factors

- ▶ Rising costs of media
- ▶ Changes in technology (Availability of new media)
- ▶ Competitive factors (Competitor spending and pattern)



Scheduling

- ▶ Timing promotional efforts such that they coincide with the highest potential buying times
- ▶ Methods
 - ▶ **Continuity:** Regular pattern of advertising without gaps or nonadvertising periods
 - ▶ **Flighting:** Involves intermittent periods of advertising and nonadvertising
 - ▶ **Pulsing:** Maintains continuity, but promotional efforts are stepped up at times



Characteristics of Scheduling Methods

	Advantages	Disadvantages
Continuity	• Serves as a constant reminder to the consumer • Covers the entire buying cycle • Allows for media priorities	• Higher costs • Potential for overexposure • Limited media allocation possible
Flighting	• Cost efficiency of advertising only during purchase cycles • Allows for more than one medium or vehicle with limited budgets	• Weighting may offer more exposure and advantage over competitors • Increased likelihood of wearout • Lack of awareness, interest, retention of promotional message during nonscheduled times • Vulnerability to competitive efforts during nonscheduled periods
Pulsing	• All of the same as the previous two methods	• Not required for seasonal products



Factors Important in Determining Frequency Levels

Marketing factors

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

Message Factors

- Message complexity
- Message uniqueness
- New versus continuing campaigns
- Image versus product sell
- Message variation
- Wearout
- Advertising units

Media Factors

- Clutter
- Editorial environment
- Attentiveness
- Scheduling
- Number of media used
- Repeat exposures

Media Characteristics

Media	Advantages	Disadvantages
Television	• Mass coverage and high reach • Impact of sight, sound, and motion • High prestige • Low cost per exposure • Attention getting • Favorable image	• Low selectivity • Short message life • High absolute cost • High production costs • Clutter
Radio	• Local coverage • Low cost • High frequency • Flexible • Low production costs • Well-segmented audiences	• Audio only • Clutter • Low attention getting • Fleeting message
Magazines	• Segmentation potential • Quality reproduction • High information content • Longevity • Multiple readers	• Long lead time for ad placement • Visual only • Lack of flexibility



Media Characteristics

Media	Advantages	Disadvantages
Newspapers	• High coverage and low cost • Short lead time for placing ads • Ads can be placed in interest sections • Timely (current ads) • Reader controls exposure • Can be used for coupons	• Short life and poor reproduction quality • Clutter • Low attention-getting capabilities • Selective exposure
Outdoor	• Location specific • High repetition • Easily noticed	• Short ads • Poor image • Local restrictions
Direct mail	• High selectivity • Reader controls exposure • High information content • Enables repeat exposures	• High cost/contact • Poor image (junk mail) • Clutter
Digital/ Interactive	• User selects information • User attention • Interactive relationship • Direct selling potential • Flexible message platform	• Privacy concerns • Potential for deception • Clutter • Lack of measurement techniques

