

Integrated Marketing Communications:

Connecting with Consumers in the
Seamless World



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The Rhythm of “Media” Planning: The Connecting Moments



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Review

- Creative
 - Intro
 - Process
 - Workshop
 - Production process
 - Consideration
 - Evaluation
 - Final thought



Agenda

- Media
 - Definition, Scope, and Context
 - Categorization and Perspectives on Media
 - Frequently-Used Media Terminology
 - Media Planning



Admin



Definition, Scope, and Context



Definition and Scope of Media

- Definition: The **vehicle** that brings message to target audience.
- Scope: Contact points



Definition and Scope of Media

- Which one is media?
 - Billboard
 - Social media
 - Product placement
 - Stairs
 - Employee
 - Building



Context of Media in the Seamless World

- One voice
 - Fitting one message (for one moment) in all media -- 30 sec TVC, printed, outdoor, ...
 - Has been the norm
- Multi-moment
 - To fit in to the different moment in life
- Transmedia
 - Fluid; story telling vis integrated media; Each media contributes to be story teller



Categorization and Perspectives on Media



Categorization and Perspectives on Media

- Type of media : On air, online, on the go, on ground, in print
- Source of media occupation
- Accounting recording of media expense
- Nature of Media



Categorization and Perspectives on Media

- Type of media
 - On air
 - Online
 - On the go
 - On ground
 - In print



Example of Media Integration -- Matching Game!

Integrating of Media

- Online & On air
- Online & On the Go
- On ground & On the go

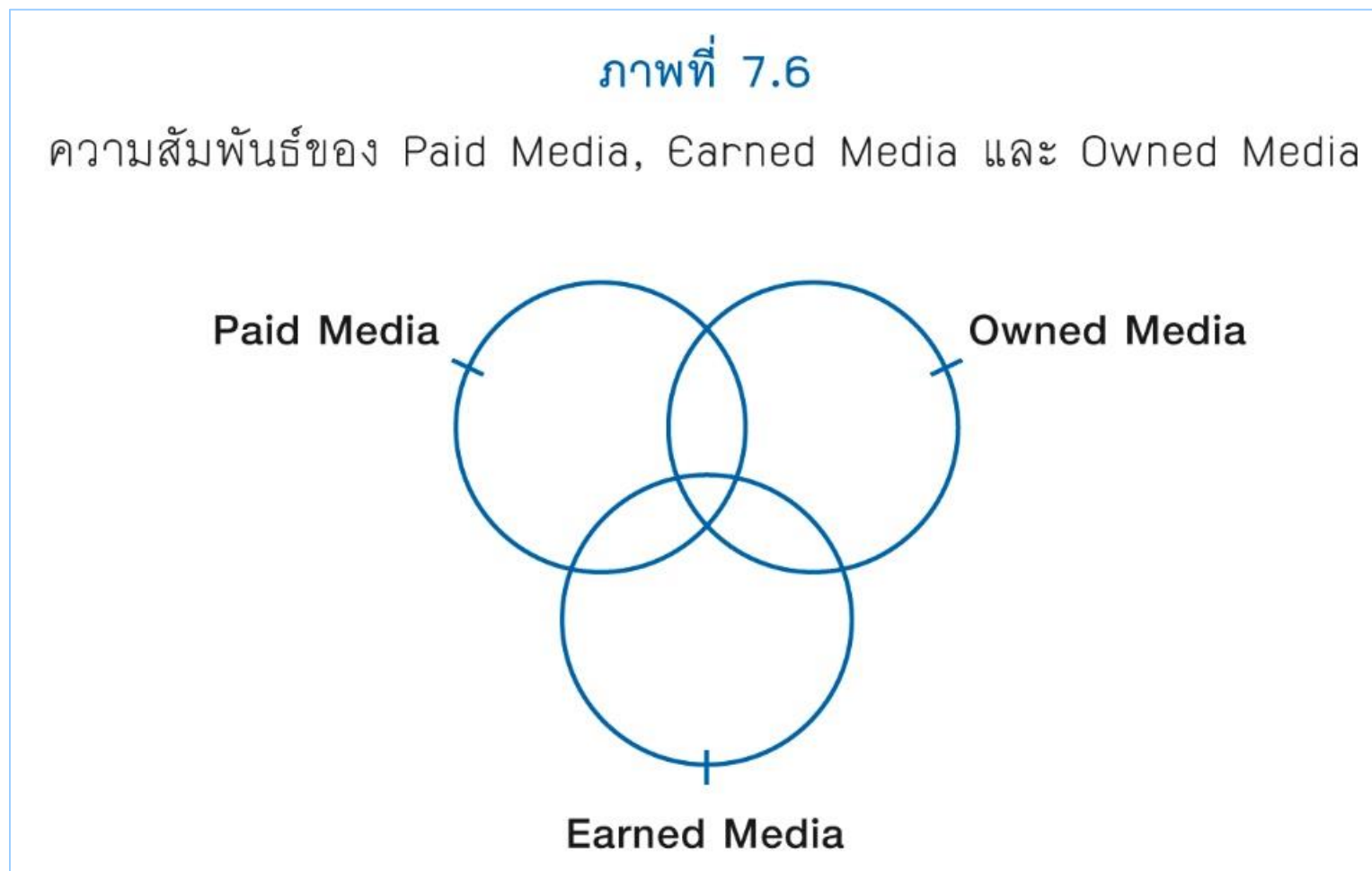
Example

- Line chat in mobile
- Facebook Live
- Balloon as media



Categorization and Perspectives on Media

- Source of media occupation





Categorization and Perspectives on Media

- Accounting recording of media expense
 - Above the Line (ATL)
 - Below the Line (BTL)
 - Through the Line (TTL)



Categorization and Perspectives on Media

Brand: xxx																									
Campaign: xxx																									
Country: Thailand																									
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Total (\$)												
	1	1	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Key Activities				V'Day		Summer	Thai NY		Back to School		Relaunch		Mother'sDay		School Break					xxx					
TVC				Thematic Ad					Thematic Ad		Relaunch (RL)														
TV tie in						Tactical Ad - Summer				Teaser															
Youtube																									
fb Ad																									
Remarketing (DM/Promo/Ad)																									
Billboard																									
Transit Ad																									
Sky train Ad																									
PR: Launch event																									
Free sampling																									
school event																									
other event																									

ATL

BTL



Categorization and Perspectives on Media

- Nature of Media
 - Media consumption pace: Live vs self-paced
 - Frequency, speed, and quantity of info
 - e.g. Fb feed: all high, therefore, short attention on the message
 - e.g. blog vs twitter
 - Dimension of communication
 - Visual e.g. font type, picture
 - Audio e.g. tone of voice
 - Smell e.g. fragrant atmosphere
 - Taste e.g. product taste
 - Touch e.g. texture and material used in the event



Challenges in Media Planning

- Various terms/ vocab e.g. GRPs vs TARP/ TRPs
 - GRPs: Gross rating points -- Total audience e.g. household exposed to the media
 - TRPs: Target rating points
- Changes
- Limitation of information



Frequently-Used Media Terminology



Frequently-Used Media Terminology

(See an example in the next slide)

- Rating Point
- Reach
- Frequency
- GRP



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.



Frequently-Used Media Terminology

- SOM (Share of Market)
- SOV (Share of Voice)
- SOE (Share of Expenditure)

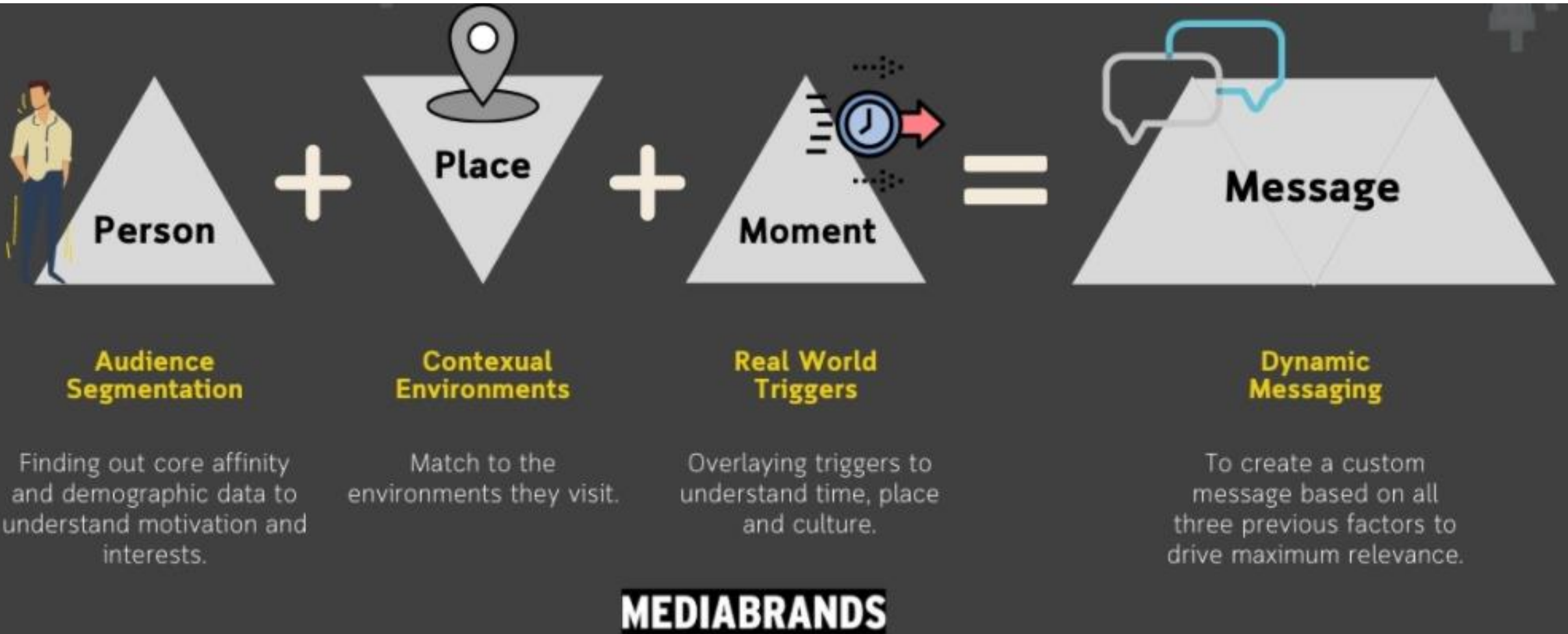


Frequently-Used Media Terminology: Digital

- Reach: The target whom can be reached e.g. number of view
- Engagement: Participation with the content e.g. like, comment, share



Beyond Retargeting: Dynamic Content Optimization (DCO) through Addressable Content Engine (ACE)





Frequently-Used Media Terminology: Media Comparison

- CPM : Cost Per Mille (thousand)
 - Mille is Latin word, which means thousand.
- CPRP: Cost Per Rating Point



Frequently-Used Media Terminology: Media Comparison

- $\text{CPRP} = \text{Advertisement cost} / \text{TV program rating}$



Exercise: Calculate CPRP

Cost	=	85,000 Baht/ 30'' Spot
Rating Point	=	10
CPRP	=	?



Frequently-Used Media Terminology: Media Comparison

- $CPM = (\text{Media cost} / \text{\#Target exposed}) \times 1,000$



Exercise: Calculate CPM Example

Cost = 35,000 Baht/ Insertion

Audience ('000) = 11

CPM = ?

Media Game -1

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



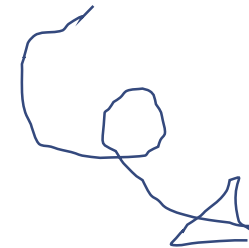


Media Planning



Media Planning

- Can reach consumer (See A Day in Life)
- Fit with brand
- Prioritize! Fewer! Bigger!
- Fit with situation – time and place
- Have “media coverage” in mind
- Have “effective reach” in mind
- Consider “recency” technic
- Understand “scheduling”





Media Planning

- Fit with brand
- Prioritize! Fewer! Bigger!
- Fit with situation – time and place
 - e.g. Lipton at JJ
 - e.g. natural disaster



Have “media coverage” in mind

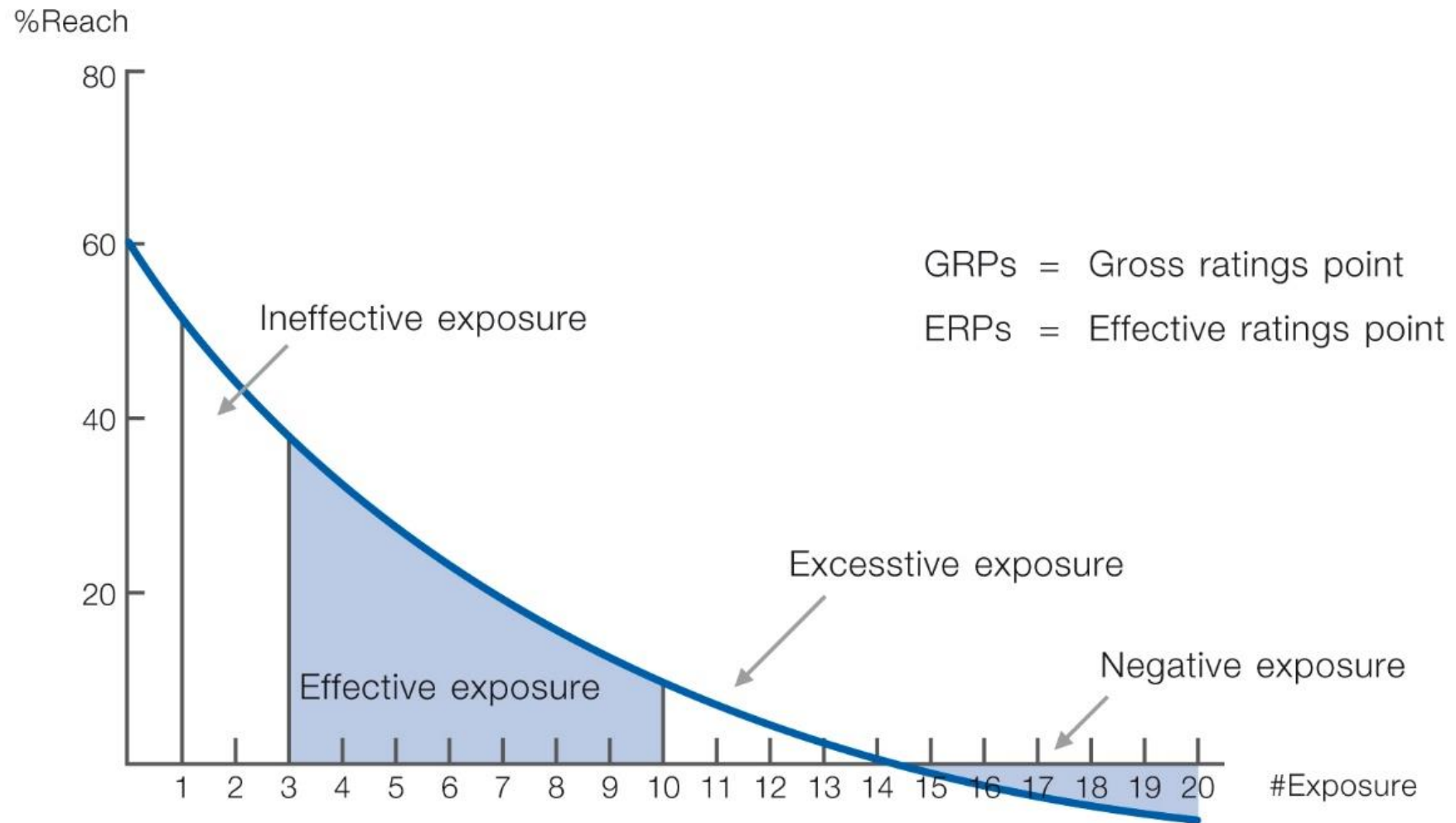
- Targeting the “target group” - - not more than that!
 - e.g. geography/ weather
 - e.g. moms vs non-moms





ภาพที่ 7.7

การเข้าถึงผู้บริโภคอย่างมีประสิทธิภาพ (Effective Reach)



ที่มา : ปรับจาก Belch, G. E., & Belch, M. A. (2015). *Advertising and promotion: An integrated marketing communications perspective*, (10th ed.). Singapore: McGraw-Hill.



Media Planning

- Consider “recency” technic



Media Planning

- Understand “scheduling”

- Continuity



- Pulsing



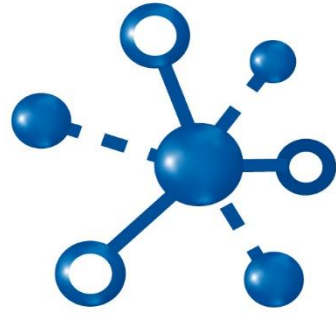
- Flighting



Media Game -2

- Use your electrical device.
- Search “kahoot”: <https://kahoot.it/#/>
- Enter pin
- You have 10 sec in the first 2 questions. And you have 20 sec in the last 3 questions.
- Enjoy!



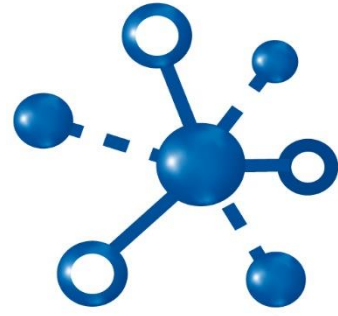


Conclusion



What did we cover today?

- Creative
 - Intro
 - Process
 - Workshop
 - Production process
 - Consideration
 - Evaluation
 - Final thought



Q & A
