

Integrated Marketing Communications:

Connecting with Consumers in the
Seamless World



Alisara R. CHARINSARN
Thammasat Business School

The Rhythm of “Media” Planning: The Connecting Moments



Alisara R. CHARINSARN

Thammasat Business School



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

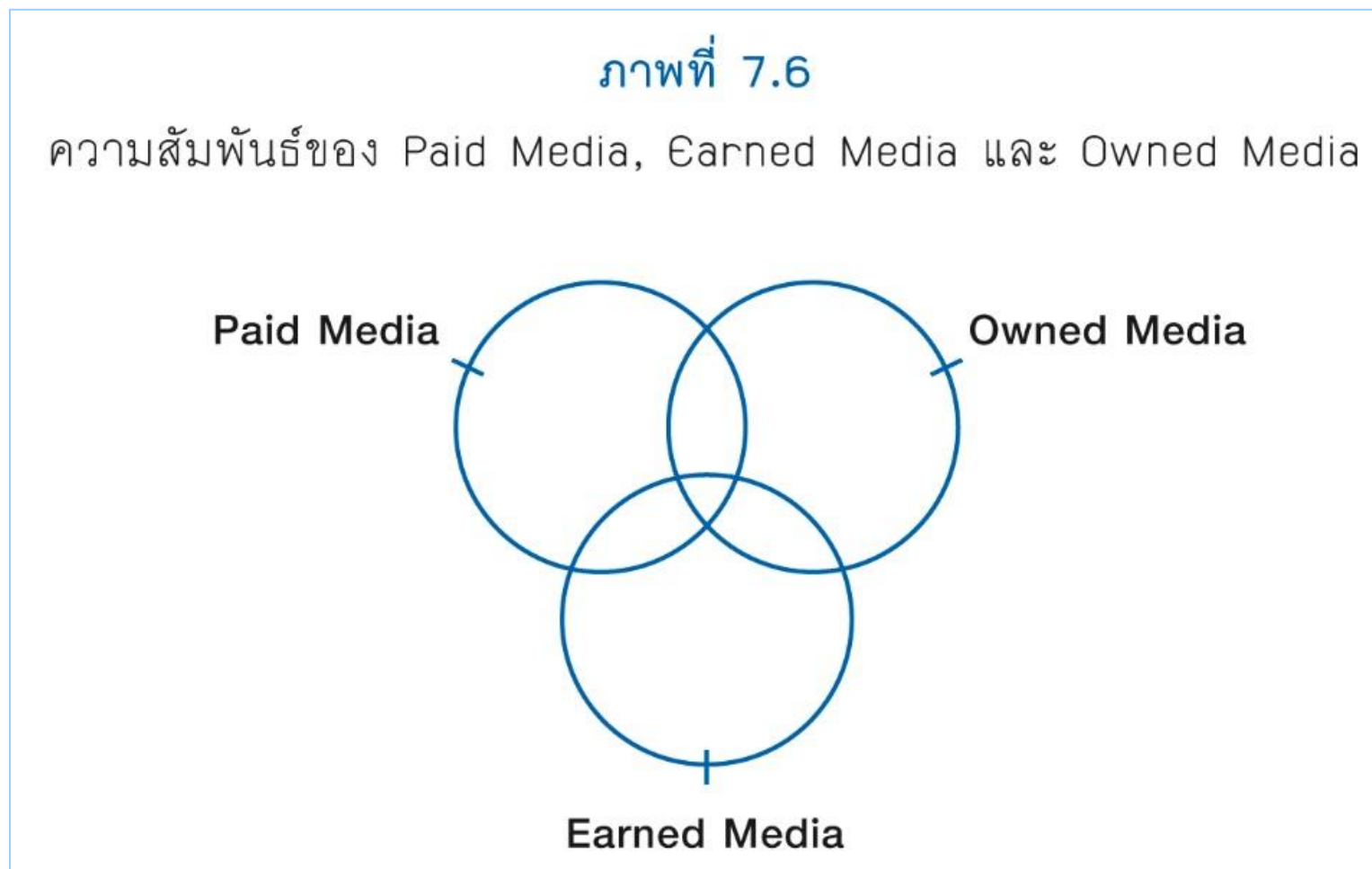
Example

- 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 | | | | | | | | | | | | | | | | | | | | | | | | | |
| mer 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. GRP vs TARP
- 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. fb fan, fb like
- Engagement: Participation with the content e.g. like, comment, share



Frequently-Used Media Terminology: Media Comparison

- CPRP
- CPM



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

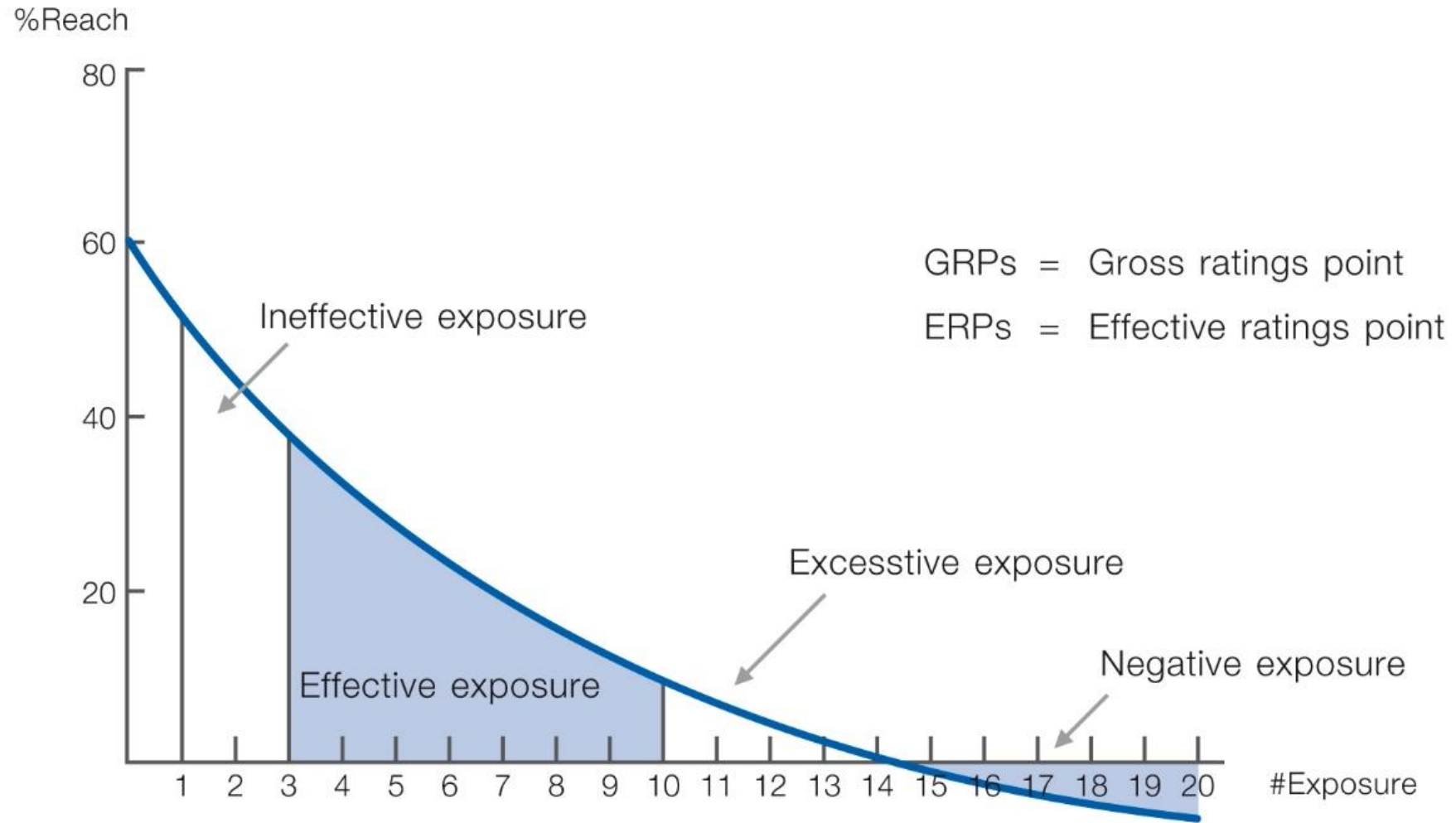
- Targeting the “target group” - - not more than that!
 - e.g. geography/ weather
 - e.g. moms vs non-moms





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



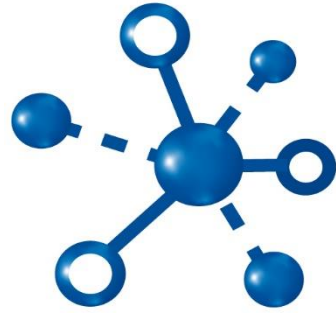
- Flighting



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!



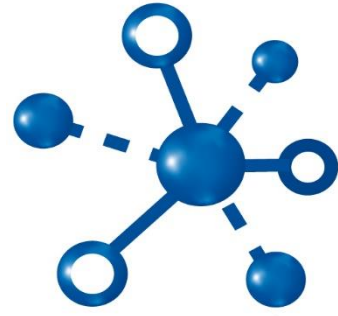


Conclusion



What did we cover today?

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



Q & A
