

## Strategic Media Planning: Quick Overview

**Definition:** Taking into account un/controllable marketing factors, **media planning** is the art and science of organizing and evaluating optimum mass communication schedules directed toward selected target audiences and intended to help accomplish particular communication goals.

**Media plans** are written documents that contain goals, strategy, rationale, competitive positioning, schedules, budget and/or costs, other details and supporting evidence.

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## Obvious Paradigm, Often Overlooked

### General

$$\boxed{\begin{array}{l} \text{Communication} \\ \text{Effects} \end{array}} = \boxed{\begin{array}{l} \text{Media} \\ \text{Mix} \end{array}} \times \boxed{\text{Message}}$$

### Operational

$$\boxed{\begin{array}{l} \text{Percent of} \\ \text{Target} \\ \text{Exhibiting} \\ \text{Desired} \\ \text{Communication} \\ \text{Effect} \end{array}} = \boxed{\begin{array}{l} \text{Percent of} \\ \text{Target} \\ \text{Exposed to} \\ \text{Media} \\ \text{Vehicles} \end{array}} \times \boxed{\begin{array}{l} \text{Percent of} \\ \text{Target} \\ \text{Exposed to} \\ \text{Messages} \\ \text{Within} \\ \text{Vehicles} \end{array}}$$

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## Target Audience

Group of people toward which media schedules are directed.

Variety of possible descriptions and sizes:

- media use
- product/service use
- demographics
- geographics
- socio-economics
- psychographics

Examples:

- US Women 18-49
- Atlanta ADI Teens
- Miami Hispanics
- US African-American Adults
- New York DMA Households

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## Typical Communication Goals

Often expressed as a percentage of the target audience.

Some examples:

- |                |                           |
|----------------|---------------------------|
| -Exposure      | -Knowledge                |
| -Recognition   | -Interest                 |
| -Awareness     | -Attitude toward brand/ad |
| -Attentiveness | -Preference               |
| -Recall        | -Intent to try/buy/act    |

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## Typical US Media Categories

- |                      |                |                |
|----------------------|----------------|----------------|
| -Magazines           | -Spot TV       | -Directories   |
| -Business Press      | -Cable TV      | -Specialty     |
| -National Newspapers | -Network Radio | -Cinema        |
| -News Supplements    | -Spot Radio    | -Web/Online    |
| -Local Newspapers    | -Outdoor       | -Custom Medium |
| -Network TV          | -Direct Mail   |                |

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## Typical Evaluation Criteria

- Time period for evaluation
- Vehicle list
- Ratings, sources
- Advertisement cost, sources
- Insertions (e.g., ads, uses)
- Total vehicle and schedule cost

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## Typical Evaluation Criteria (continued)

- Message characteristics
- Message/vehicle ratio, sources
- Vehicle and message:
  - frequency (or exposure) distributions (non/cumulative)
  - reach  $n+$  (where  $n = 1$  or  $3$ , among others)
  - gross rating points (GRPs)
  - gross impressions
  - average frequency
  - cost-per-thousand (CPM)
  - cost-per-point (CPP)
  - cost-per-net reach point (CPRP)
  - cost-per-response (CPR)
  - cost-per-thousand for individual vehicles

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## Typical Evaluation Criteria (continued)

- Mix percent (proportion of total schedule cost) allocated to a particular vehicle or media category
- Self-pair or two-use reach, sources
- Cross-pair reach, sources
- Duplication
- Quintile ( $n$ -tile) distributions

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## Sources of Media Audience Information

- Arbitron
- Audit Bureau of Circulations (ABC)
- Bacon's
- Business Publications Audit of Circulation (BPA)
- Marketer's Guide to Media (MGM)
- Mediamark Research, Inc. (MRI)
- Mendelsohn
- Nielsen
- RADAR
- Scarborough
- Simmons Market Research Bureau (SMRB)
- Standard Rate and Data Service (SRDS)
- Custom media studies

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## Sources of Message Audience Data

- Gallup & Robinson
- Harvey Research Organization
- Mediamark Research, Inc. (MRI)
- Newspaper Association of America (NAA)
- Nielsen
- Readex
- Roper-Starch Worldwide (Starch)
- Simmons (SMRB)
- Custom research

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## Sources of Cost Information

- Advertising agency media guides
- Bacon's
- Marketer's Guide to Media* (MGM)
- Media Market Guide*
- Media representatives
- Standard Rate and Data Service (SRDS)

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## Available Media Evaluation Software

- Syndicated audience measurement services
  - Arbitron
  - Mediamark Research Inc.
  - Nielsen
  - Scarborough
  - Simmons (SMRB)
- Media software houses
  - Interactive Market Systems (IMS)
  - Telmar Information Services Corp.
- In-house agency and advertiser systems

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## ADplus™ All Media Planner

With QuickMix™ and FlowMaster™

(<http://www.telmar.com>)

One Example of Available Capability

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## 18-year Evolution

- IMS Campus Link, Custom Models (1982)
- Ad Media Planning & Evaluation (1983-88)
- Strategic Media Planning, NTC (1989)
- ADLAB, WCB (1989)
- ADplus™
  - DOS and MAC, MRI (1990)
  - Windows, MRI (1992)
  - w/ QuickMix™ and FlowMaster™, Telmar (1993-2000+)

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## ADplus™: Comprehensive Capability

- Local, regional, national and international target audiences
- Uses syndicated or custom audience and cost data
- Analyzes 17+ media categories
- Mixes all media combinations
- Multi-media optimization
- Vehicle ranking
- Flowcharts schedules
- Reads ADplus™ or imported files or allows user data entry
- Computes standard media evaluation factors for both vehicles and messages
- Integration with other Telmar and competitive systems

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## Telmar

World's largest developer and distributor of media software and systems.

Offices worldwide:

- |                         |                        |
|-------------------------|------------------------|
| •Amsterdam, Netherlands | •Mexico City, Mexico   |
| •Central, Hong Kong     | •Montreal, Canada      |
| •Chicago, USA           | •New York, USA         |
| •Goteborg, Sweden       | •Oslo, Norway          |
| •Harare, Zimbabwe       | •Ramat Gan, Israel     |
| •Helsinki, Finland      | •Reykjavik, Iceland    |
| •Leuven, Belgium        | •Sandton, South Africa |
| •London, UK             | •Stockholm, Sweden     |
| •Los Angeles, USA       | •Toronto, Canada       |

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