

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.

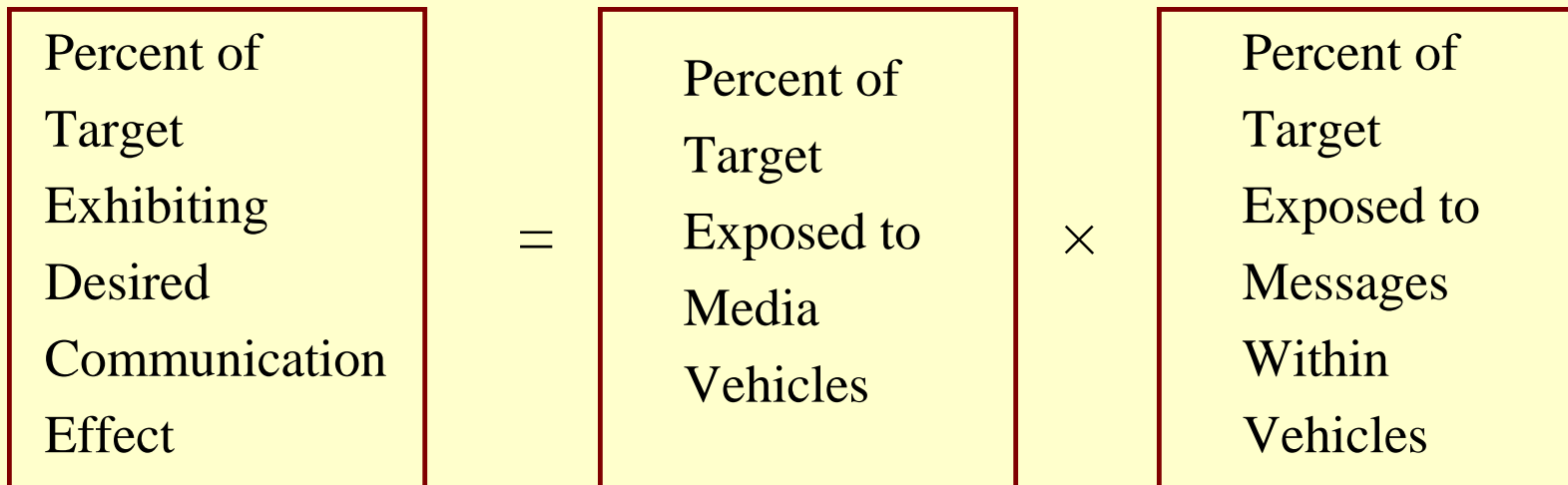
Media plans are written documents that contain goals, strategy, rationale, competitive positioning, schedules, budget and/or costs, other details and supporting evidence.

Obvious Paradigm, Often Overlooked

General



Operational



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

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

Typical US Media Categories

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

Typical Evaluation Criteria

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

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

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

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

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

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)

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

ADplus™ All Media Planner

With QuickMix™ and FlowMaster™

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

One Example of Available Capability

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+)

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

Telmar

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

Offices worldwide:

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