

## 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

$$\begin{array}{|c|} \hline \text{Communication} \\ \hline \text{Effects} \\ \hline \end{array} = \begin{array}{|c|} \hline \text{Media} \\ \hline \text{Mix} \\ \hline \end{array} \times \begin{array}{|c|} \hline \text{Message} \\ \hline \end{array}$$

### Operational

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

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

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## 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

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

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