

# Media & Media Planning Process

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# The Media-Planning Process

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## Media Planning

Involves the process of designing a scheduling plan that shows how advertising time and space will contribute to the achievement of marketing objectives

# The Media-Planning Process

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Media planning involves coordination of three levels of strategy formulations:

- Marketing Strategy
- Advertising Strategy
- Media Strategy

# The Media-Planning Process

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## Marketing Strategy:

Provides impetus and direction for choice of both advertising and media strategies

## Advertising Strategy:

Involves advertising budgets, objectives and message and media strategies  
– extends from overall marketing strategy

# The Media-Planning Process

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**1. Selecting the target audience**

**3. Selecting media categories and vehicles**

**2. Specifying media objectives**

**4. Buying media**

# Selecting the Target Audience

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- **(1) Biographics**

**(2) Geographic**

**(3) Demographic**

**(4) Lifestyle/psychographics**

# Specifying Media Objectives

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1. What proportion of the population should be reached with advertising message during specified period (reach)
2. How frequently should audience be exposed to message during this period (frequency)
3. How much total advertising is needed to accomplish reach and frequency objectives (weight)

# Specifying Media Objectives

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4. How should the advertising budget be allocated over time (continuity)
5. How close to the time of purchase should the target audience be exposed to the advertising message (recency)
6. What is the most economically justifiable way to accomplish objectives (cost)



# Reach

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Percentage of target audience that is exposed to an advertisement, at least once, during a certain time frame (usually four weeks)

Reach represents the percentage of target customers who have an opportunity to see the advertiser's message.

# Factors Determining the Reach

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- More people are reached when a media schedule uses multiple media
- The number and diversity of media vehicles used
- By diversifying the day parts

# Frequency

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Average number of times  
an advertisement reaches  
the target audience in a  
four-week period

# Weight

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Gross rating points, or GRPs, are an indicator of the amount of gross weight that a particular advertising schedule is capable of delivering

$$\text{GRPs} = \text{Reach}(R) \times \text{Frequency}(F)$$

# Determining GRPs in Practice

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- GRPs are the sum of all vehicle ratings in a media schedule
- Rating: proportion of the target audience presumed to be exposed to a single occurrence of an advertising vehicle in which the advertiser's brand is advertised

# Media Buying

- Media buying is the buying of space and time in media depending on the nature.

## **STEPS-**

- a) Selections of publications and programs
- b) Getting the approval of the clients.
- c) Calling the representatives for finalizing the package deals
- d) The negotiation process
- e) Meeting with producers of programmes
- f) Getting final approval of clients
- g) Booking of time and space
- h) Preparing the ads and monitoring.

# Media Scheduling

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- Media scheduling is programming of media insertions or actual placement of ads as per time schedule.

## Methods-

- Continuous schedule
- Flighting (or "bursting")
- Pulsing schedule

- **Continuous Media Pattern:** A timing pattern used in a media plan whereby the advertising messages are scheduled continuously throughout the time period covered by the media plan.
- This model is primarily for non-seasonal products



- **Flighting (or "bursting")**

In media scheduling for seasonal product categories, **flighting** involves intermittent and irregular periods of advertising, alternating with shorter periods of no advertising at all

- **Pulsing:** Pulsing combines flighting and continuous scheduling by using a low advertising level all year round and heavy advertising during peak selling periods. Product categories that are sold year round but experience a surge in sales at intermittent periods are good candidates for pulsing