

# Media planning

2 choices:

- Inter-media: which medium or combination of media to use
- Intra-media: where and how to deploy the advertising within chosen medium or media

# Planning measures

- Cover or reach: proportion of the target audience that the medium reaches (expressed as percentage)
- Frequency: number of times, on average, that anyone who is exposed to the campaign in the medium could see it. (OTS – opportunities to see)
- $GRP = Cover \times Frequency$  (total number of exposures)

# Cover vs. frequency

- Should we emphasise on cover or frequency and over what time scale?
  - Concentrated bursts of advertising? (High frequency)
    - ‘effective frequency’ – min 3 exposures for one target consumer
  - Spread thinly over long period? (High cover)
    - ‘recency planning’ one exposure to an ad in a given period before next purchase of product category

- Life-stage of the brand
  - For new brand, rapid creation of awareness essential → more exposure / heavy campaign
- Response function of the advertising
  - S-shaped curve (rises rapidly with each exposure until diminishing returns set in) → new brands
  - Recency theory → convex / J-shaped (diminishing returns right from start) → long-established brands
- Behaviour of competition

- Budget available (large budget allows for TV vs. limited budget can exploit new / ambient media)
- Target audience (targeted, e.g. women's magazine or generic where target can also be reached)
- Client's preference or brand experience
- Creative preference (e.g. strange shapes to make a point about the product, paste-on booklets, scented pages, wrap around, etc.)

- Product category (e.g. Computer ad in specialised magazine or on Internet, legal limitations)
- Competitive activity (confrontation in media or dominate one relevant section of media)
- Likely reactions of retail trade ('seen on TV', POS support)
- Relative effectiveness of media (cost per thousand but precise comparisons difficult as different media are better for different things)

# Inter-media choice

- Classical approach: concentrate on most effective medium (effective frequency → 3 or more OTS needed in a reasonably short period, e.g., 4 weeks, for effective campaign on TV)
- ‘Recency’ media planning: one OTS sufficient for one inter-purchase period for an established fmcg brand → one main medium cannot do whole job

# Intra-medium choice

- Choice of publication, TV or radio channel, etc.
- Choice of position in medium
- Choice of size, space, or length of spot



- Publication

- Determined often by cost ranking (coverage of target group and CPT)

- But also,

- editorial appropriateness of title against another,

- willingness to guarantee position and exclusivity,

- balance coverage & precision, etc.

- Buyer's ability to negotiate a favourable deal

- TV & radio

- Variability of levels of cover during the day

- Outdoor

- Geographical considerations

- Position

- Different positions in different media attract different audiences & different levels of attention to surrounding editorial context

- Programmes with favourable reception → favourable effect on commercials + higher recall
    - Ads placed against ‘good’ editorials better noticed & read than opposite or among other ads & less ‘good’ editorial

# Size & length

- Standardised formats in most media
  - TV & radio: 30 secs
  - Cinema: 60 secs
  - Press: page sizes or mm/col
  - Outdoor: 4 X 6
- However, creative considerations may dictate these decisions (10-15 secs spots, infomercials, page-dominant sizes, 3-D posters, etc.)