

Media Planning and Buying

Part 3: Effective Advertising Media

Chapter 11

Chapter Outline

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Key Points

- Outline the basic media concepts used by planners and buyers
- Describe the types of information compiled by media researchers
- Analyze how media planners set media objectives
- List the key media strategy decisions
- Identify the responsibility of media buyers

Media Planning and Buying

- Fragmentation of mainstream media and proliferation of new media have made media buying and planning more challenging and more creative

The Aperture Concept

- The goal of the media planner is to expose the target audience to the message at the critical point when the consumer is receptive to the brand message

The Media Plan

- A written document that summarizes the objectives and strategies pertinent to the placement of a company's advertising messages

Media Research

Information Sources

- Client information
- Market research
- Competitive advertising
- Media information
- Consumer information

Client information

- Targeted markets
- Previous promotions and their performance
- Product sales and distribution patterns
- Brand plans
- The budget

Media Research

Market Research

- Independently gathered information about markets and product categories

Competitive Advertising

- Media planners make decisions based on the amount of competitive traffic
- Share of voice
 - Measures the percentage of total advertising spending by one brand relative to the competition

Media Research

Media Information

- Various media provide information about the size and makeup of their audiences
- Designated marketing area

Consumer Information

- Media planners use consumer information to locate the target audience within media markets

Media Objectives

- Exposure and GRPs
- The Reach Objective
- The Frequency Objective
- Effective Frequency
- Gross impressions
 - The sum of the audiences of all the media vehicles used during a certain time span
- Gross Ratings Points
 - Media planners convert impressions to gross ratings points in order to compare the efficiency of media schedules

Media Objectives

- Exposure and GRPs
- The Reach Objective
- The Frequency Objective
- Effective Frequency
- The percentage of the audience that is exposed at least once to the advertiser's message during a specific time frame
- Unduplicated audiences

Media Objectives

- Exposure and GRPs
- The Reach Objective
- The Frequency Objective
- Effective Frequency
- Estimates the number of times the exposure is expected to happen
 - Average frequency
 - Frequency distribution

Media Objectives

- Exposure and GRPs
- The Reach Objective
- The Frequency Objective
- Effective Frequency
- Combines the reach and frequency elements into one factor

Media Strategies

- Media planners determine the most cost-effective media mix that will reach the target audience and satisfy the media objectives
- Strategies are designed to deliver on the media objectives, to deliver the right level of exposure in terms of reach and frequency

Media Strategies

Target audience strategies

- Media use
- Geography
- Consumption patterns

Media mix selection

- Using a variety of media to get your message out to customers
- Media selection is based on message needs

Media Strategies

Cost Efficiency

- Cost per thousand
 - $CPM = \text{cost of message unit} / \text{gross impressions} \times 1,000$
- Cost per point
 - $CPP = \text{cost of message unit} / \text{program or issue rating}$

Scheduling Strategies

- Timing strategies
 - Duration: How long
 - Continuity: How often
- The media budget
 - An initial assessment of the amount of money available determines media used

A Sample Media Plan for Pizza Hut

- Situation and Consumer Analysis
 - Discusses media options and opportunities to narrowly target consumers using niche channels and programs
 - Describes target audiences, psychographics, and best way to reach these audiences

A Sample Media Plan for Pizza Hut

- Media Objectives and Aperture Strategies
 - Maintain top-of-mind awareness
 - Build broad research for new products/big events
 - Ensure important male targets are reached, and balance age 18-34 and 35-49 demographic deliveries
 - Provide option windows to address local needs

A Sample Media Plan for Pizza Hut

- The Media Mix
 - Establish a Pizza Hut presence
 - Create highly visible launch platforms for *Big New Yorker* and *Star Wars* event
 - Reach heavy pizza user target
 - Integrate national and local media plans

A Sample Media Plan for Pizza Hut

- The Flowchart: Scheduling and Budgeting Allocation
 - Uses graphics to show the month-by-month placement of messages
 - Detail the anticipated impact through forecasted levels of GRPs
 - Illustrate how the campaign budget is allocated by medium and by month

Media Buying

- Buying is a complicated process
- The American Association of Advertising Agencies (AAAA) lists no fewer than 21 elements in the authorization for a media buy
- Providing inside info
- Media buyers are important information sources for media planners
- Close enough to day-to-day changes in media popularity and pricing to be a constant source of inside information

Media Buying

Selecting Media Vehicles

- Choose the best vehicles that fit the target audience's aperture
- The media planner lays out the direction; the buyer is responsible for choosing specific vehicles

Negotiation

- Media buyers pursue special advantages for clients
- Locate the desired vehicles and negotiate and maintain satisfactory schedule and rates

Media Buying

Preferred Positions

- Locations in print media that offer readership advantages
- Preferred positions often carry a premium surcharge

Extra Support Offers

- Value-added media services
 - Contests
 - Special events
 - Merchandising space at stores
 - Displays
 - Trade-directed newsletters

Media Buying

Billing and Payment

- It is the responsibility of the advertiser to make payments to various media
- The agency is contractually obligated to pay the invoice on behalf of the client

Monitoring the Buy

- The media buyer tracks the performance of the media plan as it is implemented, as well as afterward
- Poorly performing vehicles must be replaced or costs must be modified

Media Buying

Make-Goods

- A policy of compensating for missed positions or errors in handling the message presentation
- Ensure that the advertiser is compensated appropriately when they occur

Post-campaign Eval

- Once a campaign is completed, the planner compares the plan's expectations and forecasts with what actually happened
- Provides guidance for future media plans

Media Planning Changes and Challenges

- Unbundling media buying and planning
- Online media buying
- New forms of media research needed