Chapter 8

Media Planning and Buying

How Media Planning Fits in the Advertising Process

- Media planners have two main roles:
  - Analyzing the market, and
  - Evaluating media channel effectiveness.

- **Media planning** is the process of determining how to use time and space to achieve marketing objectives.
- One of these objectives is always to place the advertising message before a target audience using some type of media.

The Media Planning Process (Fig. 8.1)

Aperture Concept in Media Planning (Fig. 8.2)

Sources of Information in Media Planning (Fig. 8.3)

Setting Media Objectives

The Basic Goals That Direct Media Strategy Typically Focus on:

- **Whom to Advertise To**
- **Which Geographic Areas to Cover**
- **When to Advertise**
- **What the Duration of the Campaign Should Be**
- **What the Size or Length of the Ad Should Be**
Finding Target Audiences and Sales Geography

- Two major challenges face media planners searching for target audiences:
  - Discrepancies between the language of internal strategic research, and
  - Lack of reliable audience research for new media for advertising and sales promotion.
- Sales geography is an important part of many advertising plans.
  - Sales are rarely consistent across geographic boundaries.
  - Affects which markets to advertise in and how much money to allocate to each geographic region.

Timing and Duration

- Media planners might have to juggle a number of variables to make correct timing decisions.
  - How often is product bought?
  - Whether it is used more in some months than in others?
  - Timing decisions relate to factors such as seasonality, holidays, days of the week, and time of day.
- Duration (how long to advertise) depends on:
  - Schedule and advertising budget.
  - Consumer use cycle, and
  - Competitive strategies.

Developing Media Strategies

Target Market Strategies: New Technology of Measurement

- Retail Scanners
  - Cash register scanners
- Database Developments
  - List of customers and their various characteristics, stored electronically.
  - Determining the precise impact of the media plan on product sales.
  - Who’s online and which sites they are visiting may be determined by number of hits, unique visitors, visitors, or page impressions.
- Marketing Mix Modeling
- Internet Audience Measurement Problems

Geographic Strategies: Allocating Media Weight

- Try to balance sales with advertising investment market by market.
- Can help local business fight the power of national corporations by saturating community with advertising from local companies.
- Planner’s ideal advertising allocation provides enough budget to meet each area’s sales objectives.

Timing and Duration Strategies

- Continuity Option
- $ Spent
- Campaign Time

Factors to Consider When Selecting Advertising Media

- Reach
  - Number of Different People Exposed to the Message
- Frequency
  - Degree of Exposure
  - Repetition
- Cost Per Thousand
  - Efficiency of Selected Vehicles

Media Selection Procedures
**Audience Measures Used in Media Planning**

- Impressions: Measure of the Size of the Audience
- Gross Impressions: Audiences of All Media Vehicles Used in a Time Spot
- Gross Values: Number of People Viewing
- Rating: Percentage of Exposure
  - Gross Rating Point: Divide the Total Number of Impressions by Size of Target Population and Multiply by 100.

**Reach, Frequency and Media Planning**

- Reach: % of the Target Population Exposed At Least Once to the Advertising Message During a Specific Time Frame.
- Frequency: Number of Times the Target Population Is Exposed to the Advertising Message During a Specific Time Frame. Methods Include: Average Frequency, Frequency Distribution

**Combining Reach and Frequency Goals**

- Reach of an audience is not sufficient measure of an advertising’s schedule’s strength.
- For anyone to be considered part of the reached audience, he or she must have been exposed more than once.
- This theory combines reach and frequency elements into one factor known as effective frequency.

**Practical Tips # 2 How to Calculate CPMs**

- Magazines. An issue of You magazine has 10,460,000 readers who could be considered a target audience. The advertising unit is a four-color page and its rate is $42,000. The CPM is:

  \[
  CPM = \frac{\text{Cost of page or fractional page unit} \times 1,000}{\text{Target audience readers}} = \frac{$42,000 \times 1,000}{10,460,000} = $4.02
  \]

- Media planners try to select the media that will expose the largest target audience for the lowest possible cost.

**Five Major Functions of a Media Buyer**

1. Evaluate the Media Characters for the Campaign
2. Vehicle Performance
3. Preferred Positions
4. Extra Support Offers
5. Negotiate Cost
6. Minimize the Media

**Media Buyers’ Special Skills**

- Negotiation: Art of a Buyer
  - Vehicle Performance
  - Unit Costs
  - Preferred Positions
  - Extra Support Offers
- Maintaining Plan Performance
  - Monitoring Audience Research
  - Scheduling and Technical Problems
  - Program Preemptions
  - Missed Closings
  - Technical problems
A **Media Plan** is a written document that summarizes the recommended objectives, strategies, and tactics pertinent to the placement of a company’s advertising messages.

| Background and Situation Analysis | Discusses Media Options, Opportunities and Target Audience. |
| Media Objectives & Aperture Opportunities | Goal or Task that Media Can Accomplish Based on Aperture Opportunities. |
| Strategy: Selection of Media | Explains Why a Single Medium or Set of Media is Appropriate. |
| Flow Chart Scheduling & Budgeting | Media Buyers Convert Objectives and Select, Negotiate, & Contract for Media Space. |