1. **What is media planning?**

Series of decisions involved in delivering the promotional message to the prospective buyer and user of a product. “Plan – Process”

1. **What does a media plan include?**

Objectives Strategies

 Media Choices

 Media Schedule

1. **Basic Terminology**

**Media Plan** Specifies the media in which advertising messages will be placed to reach the desired target audience

**Media Class** A broad category of media such as television, radio or newspapers

**Media Vehicle** A particular option for the placement of media class

1. **Steps in media planning**

 Information collection

Set media objectives

Determine media strategy

Select media classes

Selecting within classes

Media use decisions

1. **Media Planning**

**Collection of information**

**Situation analysis**

Total market

History costs profit

Selling

Nature of product

Targets

**Creative strategy**

Theme

Message

Research

Product

**Marketing strategy**

Market sale

Rival pattern

Marketing mix

1. **Media Objectives**

Set goals for media placement

Translate marketing objectives into goals media can accomplish

1. **Media Strategies**

General guidelines to control planners use and selection

 Strategy helps to ensure good messages get placed in right media to have as much impact as possible

1. **Selecting media classes**

 Which broad class best fulfils criteria. Inter media comparisons with audience size

1. **Selecting media vehicle& media use decisions**

Best media – which vehicle with max “reach”

Broadcast – sponsorship, scheduling, placements

Print – no of ads, format- treatment

 Other media – decisions peculiar to them

1. **Challenges to media planning**

Insufficient information

 Inconsistent information

 Accuracy in effectiveness

 Time pressure

1. **Developing Media Plan**

**Media strategy development & implementation**

**Market Analysis**

**Evaluation**

**Establish media objectives**

1. **Market analysis & target identification**

To whom shall we advertise.

What factors influence the plan

Where should we promote

 When should we focus

1. **Developing and implementing media strategies - factors**

Media Mix

Target market

 Over exposure

Geographic coverage

Creative factors

Flexibility

Budget

1. **Media Strategies – critical elements**

**Reach and frequency**

Reach is number of people that will be exposed to a vehicle or schedule at least once during a given period of time

Frequency is average number of times is exposed to a media vehicle in a given period

**Length or Size of ads**

Electronic – 10 to 60 seconds

Print – full page or one col inch. Depends on creative elements, media budget and competition

1. **Media Choices** Determine which medium is appropriate for message Three facts – media mix, media efficiency and competitive media assessment
2. **4 Ms of Media Planning**

Market

 Message

 Medium

Money