

# Chapter 1

## Introduction to Media Planning and Buying

# Learning Objective

- ✓ To understand the importance of media
- ✓ Gain an understanding about the Indian Media Business
- ✓ Understanding relationship between advertising and media planning
- ✓ To understand the media brief
- ✓ Gain understanding of the key elements of media plan
- ✓ To understand the important aspects of media plan
- ✓ To understand the media campaign

# Introduction to Media Planning and Buying

- Media refers to different channels used by the industry to communicate the information in the everyday world.
- Media includes processes like selection of media, development of content, buying and placement of advertising.

# Introduction to Media Planning and Buying

- The key types of media include Digital Media, Electronic Media, Mass Media, Multi Media, Print Media and Social Media.
- The evolving and evolved media vehicles include Television, Magazines, Film, Radio, Advertising, Pop Music, Newspapers, Internet and Out of Home.

# Growing importance of Media Planning

- The key contributing factors to the growing importance of Media Planning are
  - Communications becoming faster and faster
  - Emergence of Big Data
  - Evolving means of reaching out to audience

# Important aspects of Media Studies

- Understanding of the financial and math behind the media decisions
- Requirement to think creatively, critically and conceptually
- Ability to research effectively and interpret demographic media and brand usage
- Exposure and experience in writing a media plan

# Overview of India Media Business

- Large market for mass communication
- Cultural, Linguistic diversity
- Evolving and fast changing attitude towards new media
- Regulated by India Press Council
- Emergence of Radio and Internet advertising in recent past

# Overview of India Media Business

- One of the greatest market both in terms of size or variety of the media offer itself
- Indian media is characterised by pluralism and linguistic and cultural diversity seldom to be found elsewhere
- Policy formulation for development of FM Radio stations helped in providing boost to the Radio



# Overview of India Media Business

- Leading names in the Indian Media Business are NDTV, Star India, The Hindu Group, Network 18, The Times Group, Zee Entertainment and Hindustan Times inter alia

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# Important aspects of Advertising and Media Planning

- Media planning is generally the task of a media agency
- It entails finding most appropriate media agency platform for the Client's product and brand
- Involves several areas of expertise that the media planner uses to determine the best combination
- Media planning is an art and involves understanding the strategy

# What is Media Brief ?

- Media brief is a checklist for the media planners to help them prepare media plan for a client organisation.
- Media planning is not an isolated function but integral part of the overall media campaign.

# Important aspects of media plan

- Marketing information checklist
- Objectives the proposed advertising is trying to accomplish
- Product category information
- Geography and location targeted by the media
- Seasonality and timing information
- Profile of the target audience

# Marketing information checklist

- Should reflect the marketing objectives and proposed strategies
- Need to consider the following aspects
  - Product Characteristics
  - Distribution Channels
  - Brand Category
  - Expenditure levels
  - Advertisement expenditure of close competitors
  - Advertisement expenditure on brand for earlier period

# Product Category Information

- Media planner needs to have thorough knowledge of the product category
- The planner needs to be aware of the positioning of the brand being handled
- The information assists media planner for assessing the strengths and weaknesses of the brand
- It also helps in setting achievable targets

# Product Category Information

- The primary information falls under the Product Category is –
  - Category definition
  - Competitive brands
  - Market share of various brands
  - Sales volumes of each brand
  - Scheduling patterns

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# Importance of Geography / Location

- Media brief helps the planner in knowing his media markets
- Helps media planner to frame Local / National / Global media efforts
- Media planner needs to consider the consumption pattern in various geographical information



# Importance of Geography / Location

- Aspects that geography information addresses are –
  - Understand the consumption pattern
  - Identify the usage pattern
  - Evaluate the brand development index
  - Understand the sales volume
  - Assess the local market problems and opportunities

# Seasonality and Timing

- Information related to Seasonality and Timing is extremely important for the media planner. The seasonality may include
  - Product specific to season e.g. woollen products, umbrellas
  - Sales pattern in the location on the basis of season
  - Important festivals
  - Important holidays
  - Changes in the weather conditions
  - Spending considerations
  - Promotion drives etc.

# Understanding Target Audience

- Understanding the profile of buyers who buy current brand / competitor's products is important
- Factors which need to be considered for understanding the target audience will include
  - Buying habits
  - Buying cycles
  - Purchasing points
  - Frequency of purchases
  - Demographics – age, income, education, occupation and motivation
  - Special market segmentations

# Key elements of Media Plan

- Media Mix
- Target market coverage
- Geographic coverage
- Scheduling of the media
- Reach and the Frequency of the media initiative
- Creative aspects and mood
- Flexibility aspects
- Financial and Budget Consideration of the media plan

# Media Mix

- Media mix is essential to understand so that the message reaches the target audience
- There is a need to match the consumer profile to the media type and nature of the product
- A thorough analysis of the market will be helpful to identify target media mix and eliminate wastages

# Target Market Coverage

- Audience need to be defined in psychographics terms which can include-
  - Activities
  - Interest
  - Opinions forming a life style
  - Personality traits
  - Brand preferences

# Geographic coverage

- Media strategy is based upon the market coverage
- The important aspects to be included in the geographic coverage are-
  - Local V/s National exposure
  - Use of vernacular media
  - Potential specific the geography

# Scheduling

- Media scheduling decision are about
  - Timing
  - Continuity
  - Size of the advertisement
- It is important to understand –
  - When to advertise
  - For how long
  - For what time period



# Reach V/s Frequency

- There should be an attempt in the media objectives to balance the reach and frequency
- Greater frequency is essential in a highly competitive campaign
- In the process of advertising innovation, a greater reach is preferred compared to greater frequency

# Creative Limitations

- Creative limitation need to be considered in the advertising. The limitations will include
  - Quality of reproduction
  - Colour effect
  - Special effects
- Media decision needs to be discussed with creative team for consultation

# Flexibility

- Ability of media to adapt to changing and specific needs of advertisers is flexibility
- Certain media allows flexibility on the basis of Geography to be covered and the media budget
- Flexibility aspects need to be understood from changes in the competitive actions

# Media Budget

- Choice of media depends on the advertising budget
- Certain media types may be too expensive for the budget available

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# Media Research – Source of information

- Client information sources
  - Targeted markets
  - Previous promotions and their performance
  - Product sales and distribution patterns
  - Brand Plans
  - The budget
- Market Research
  - Independently gathered information about markets

# Media Research – Source of information

- Competitive Advertising
  - Media decisions should be based on competitive traffic
- Share of voice – Measures the percentage of total advertising spending by one brand relative to the competition
- Consumer Information – Used to locate the target audience within media markets

# Indicative Phase of Media Campaign

- Determination of media mix
- Launching of campaign that creates a local impact and national buzz
- Initiating National Launch
- Combination of National and Spot media events
- Initiatives to reinforce loyalty

# Situation Analysis

- Situation Analysis is very important from the perspective of media planning and buying.
- It enables to customise the entire media planning and buying process which is aligned to the reality of the market and meets the objectives of the market.



# Key aspects of Situation Analysis

- **Target Audience** – Identification and evaluation of the target audience
- **Brand Analysis** – Analysis of the brand and relative position of the brand in comparison to other brands
- **Competitive Analysis** – Review of the competitive initiatives and consideration of appropriate inputs in the media plan is important

# Situation Analysis – Target Audience

- Understand the preferences of the target audience
- Understand the new ways adopted by the audience
- Understand the broad trends in the market space

# Situation Analysis – Brand Analysis

- Evaluation of the brand positioning
- Assess the brand awareness levels of the products as well as the brand perception
- Evaluate the brand loyalty

# Situation Analysis – Competitive Analysis

- Assess the points of competition
  - Brand
  - Location
  - Price
  - Distribution
  - Quality
- Structure the advertisement to address the specific issue around the competition

# Summary

- Media planning an essential part of the business strategy
- India Media Business has evolved over a period of time to become one of the largest in the world
- Media planning is art as well as science
- The key element of media plan include media mix, determining the market coverage

# Summary

- The media plan needs to be completely aligned to the marketing strategy
- The media plan needs to consider the product category information, changing taste and preferences, competitive actions and evolution in the media space