

## **Chapter 1 – Introduction to Media Planning and Buying**

### **Introduction**

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. 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 – contributing factors**

- Communications becoming faster and faster
- Emergence of Big Data
- Evolving means of reaching out to audience

### **What's included in 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 Indian 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

### **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

## **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. A good media brief should consists of the following-

- 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

## **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

## **Indicative phases of a 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. The key aspects of situation analysis are as follows-

- **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.