

Chapter 3

Media Planning

Learning Objective

- ✓ To understand the role of media manager
- ✓ To understand the current scenario and challenges in media planning
- ✓ To understand various media assignments-
 - ✓ with clients,
 - ✓ with advertising agencies and
 - ✓ With media buying agencies

Learning Objective

- ✓ To understand the role and responsibilities of various assignments
- ✓ To understand the media planning process

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Introduction

- Media Planning requires many skills which may include understanding the media landscape, ability to analyse the consumption data, creative thinking, and understanding of consumer behaviour inter alia.
- Media planning process has a core aim to create advertising campaign that reaches the intended audiences with a compelling message and the minimum amount of wastage.

Introduction

- Media planner builds on the skills of the media planning and continues to perform those duties as necessary
- Media planning process focuses on-
 - cost efficiencies minimising circulation waste
 - exploring and using new media outlets, and
 - coordinating media buys with all phases of advertising

Role of Media Manager

- Developing both annual strategies as well as mode specific approaches
- Collaboration with assistant media manager on a cohesive and ensure alignment across products, cities and demographics
- Implementation of media performance tracking across all mediums to optimize media plan

Role of Media Manager

- Ensuring close collaboration and counsel with Strategy and Product teams and media and creative agencies
- Create organizational buy-in of media plans and approaches
- Guiding all partner agencies for achievement of strategic excellence and perfect execution

Role of Media Manager

- Liaisoning between the media and creative agencies
- Provide leadership by leveraging experience
- Oversee the media budget
- Development of annual strategies
- Collaboration with media managers
- Implementation of media performance tracking

Role of Media Manager

- Instituting research insights and observation about the market place into communication
- Provide media related leadership and counsel to region / dealer partners in support of organisations retail lead's define program objectives
- Explore areas of innovation within our existing media portfolio and beyond

Role of Media Manager

- Foster successful working relationship with media agency
- Develop open and honest collaboration between agencies and internal disciplines as it relates to media –
 - Digital agency
 - Creative agency
 - Event marketing
 - Public relations
 - The media agency

Role of Media Manager

- Act as a key liaison amongst various internal departments and within Marketing to ensure one voice and direction on all matters pertaining to media
- Gauge media performance to determine the extent to which the original objectives and strategies were met
- Manage and evaluate opportunities for additional exposure through brand and product integrations with paid media

Role of Media Manager

- Provide point of view on various media in the market place including Social, Search, Mobile and Other evolving platforms
- Oversee the budget allocation process for media and fees across all media platforms
- Coordinate / communicate major media efforts with all agencies to maximize possible media efficiencies

Role of Media Manager

- Ensure creative and media environment align by reviewing creative allocations
- Evaluate product placement/ added value opportunities to increase organizations brand awareness and image
- Develop and manage budget and performance tracking for media activity with organization's marketing

Role of Media Manager

- Collaborate with Regional Marketing Teams, Building communication plans and to ensure Brand strategy extends to all levels
- Optimize organizations brand budgets to ensure maximum efficiencies
- Implemental and manage media benchmarking analysis and quarterly media audit with external auditors
- Monitor and respond to industry media

Media Planning

- Media planning is the process of establishing the exact media vehicles to be used for advertising.
- The three important components of media plan are as follows-
 - **Defining the marketing problem** – Knowing where the business is coming from, usage of the product and understanding of product loyalty

Media Planning

- The three important components of media plan are as follows-
 - **Translating the marketing requirement into attainable media objectives** – selecting the right media vehicle to ensure adequate levels of reach
 - **Defining a media solution by formulating media strategies** –Identifying right media vehicle and ensure that the schedule is developed.

Defining the Marketing Problem

- The following key aspects needs to be addressed-
 - From where the business is coming from
 - Where is the potential for increased business lies
 - Which markets offer the greatest opportunity
 - Whether there is a need to reach everybody or only the select group
 - How often the product is used
 - How much product loyalty exists

Translating the marketing requirement into attainable media objectives

- The following key aspects needs to be addressed-
 - Whether there is a need to reach to lost of people in a wide area
 - Need for use of mass media
 - Evaluation of the means of communication based on assessment of the geographical area

Defining a media solution by formulating media strategies

- The following key aspects needs to be addressed-
 - Certain schedules work best for different media. Alignment of the media to schedule and marketing requirement is very crucial
 - Identification of most effective media as well as time for running the campaign

Factors important from Cost and Effectiveness perspective in the process of media planning

- **Reach** – percentage of homes or individuals the media manager wants to target
- **Frequency** – how many time on a an average the individuals in target audience should get exposure to the advertisement
- **Cost per thousand** – how much it will cost to reach a thousand of prospective customers

Factors important from Cost and Effectiveness perspective in the process of media planning

- **Cost per point** – How much it will cost to buy a one rating point
- **Impact** – medium selected and the advertisement is likely to be effective and make impact on the target audience
- **Selectivity** – What degree can the message be restricted to those people who are known to be the most logical prospects

Challenges in Media Planning

- Ability to identify single theme while many sources of information available for media planner
- Expansion of range of media channels has made the selection of media and this media planning more challenging
- A smart planner will look for new ways to connect with consumers

Challenges in Media Planning

- **Shift to hybrid buying** – Constant challenge for media professionals is how to deal with the emerging media platforms
- **Client management** – lack of communication and direction from the client can create difficulties for the agency

Challenges in Media Planning

- **Time management** – Last minute decisions substantially affect the ability of media plan
- **Measurement** – measurement requirement depends on the life stage, size of brand and points of data available for disposal

Shift to Hybrid Buying

- Constant conundrum that the media world faces is how to deal with emerging media
- Merging of solo team into hybrid integrated media team is very essential
- At time specialist may need to be deployed to understand the emerging media platforms

Client Management

- First challenges faced by the Media planning is Client on account for the following issues
 - Lack of communication and direction from the Client
 - Lack of information
- The waiting time often translates into higher costs for number of players in the media plan
- Distilled simplified actionable data can be important to address this challenge

Time Management

- Most of the time the key media decisions are observed to be taken at the last minute
- Decisions are also driven by logistical issues and challenges

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Measurement

- Evaluation as to how the media plan implementation has been successful has number of challenges
- The measurement depends on the life stage, stage of the brand, upon the point of data available at their disposal

Media Planning Process

Media planning involves several areas of work and stages. The important stages in the process are as follows-

- Formulation of the marketing strategy
- Setting the advertising objectives
- Defining the advertising budget
- Identification of message strategy
- Defining the media strategy
 - Identification of target audience
 - Selection of appropriate media vehicle
 - Media buying process

Questions that media planner needs to evaluate

In the process of planning the media planner needs to answer following questions-

- How many audience one can reach through different media
- Which media should the advertisement be placed
- Which frequency one should select
- How much money one should spent on each medium

Key Elements of Media Planning

- Defining the marketing problem
- Translating the marketing requirements into attainable media objectives
- Defining a media solution by formulating media strategies

Contents of Media Plan

- Executive summary of the media plan
- Marketing objectives and strategies that relate to media
- How media supports the strategy statement
- Competitive media expenditure analysis

Contents of Media Plan

- Clearly stated media objectives that are tied to marketing strategies and objectives
- Media plan details and documentation
- Detailed account of selected media classes
- Yearly flowchart for national and spot

Media Planning and Buying

- Media planning is concerned with the who is targeted by the advertising and media buying is concerned with the time and space, payment and use of specific vehicles
- Media planning considerations on improving effectiveness and media buying considerations are related to reduction in the costs

SPIID Technique in Media Planning

- Situation assessment
- Problems to be defined
- Implication assessment
- Ideal situation definition
- Do – defining action

Summary

- Media planning is generally the task of a media agency and entails finding media platforms for a client's brand or product to use
- Media planning is what takes the brand communication to its target audience in as most effective and efficient manner
- Media planning is both art and science
- Media buyers buy space in various traditional and non-traditional media