

MEDIA PLANNING

- **Development of Media Strategy**

The development of media strategy involves addressing 3 issues

- What media will be used to transmit the adv. message
- What media vehicles will be used (GQ, Vibe)
- How are the selected vehicles organized to compose a media schedule (reach, frequency)

- Advertising to African Americans: Soul Train/Afro Sheen/Sulfur 8/

PCJ Relaxer/Soul Glo

- **Scheduling**

- The primary objective of scheduling is to time promotional efforts so they will coincide with the highest potential buying times
- **Continuity:** refers to a continuous pattern of advertising, which may mean every day

- Food Products, laundry detergents, or other products consumed on a regular basis without regard for seasonality

- **Flighting:** employs a less regular schedule, with intermittent periods of advertising...at some time periods there are heavier ads, at other times no advertising.

- Snow Skis, sunblock, grills, sports teams, snow gear

- **Pulsing:** a combination of cont. & flighting

- continuity is maintained but at certain times promotional efforts are stepped up
- automobile industry advertises throughout the year but may increase in April or September

- example; jewelers

EXAM question!!

- **Reach:** the percentage of different homes or people exposed to a media vehicle or vehicles at least once during a specific period of time

- How much reach is necessary?
 - Achieving awareness required reach
 - For new products high reach is desired

- **Frequency:** the number of times an audience has an opportunity to be exposed to media vehicle or vehicles in a specifies time span

- Some argue that the number of people exposed to a TV ad may be as much as 30% less than the program itself
- How many ad exposures are necessary to make an effective impression to the potential consumer

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↑ example;

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Target Consumer: want to reach 75% (Reach) of 18-24 yr olds with at least 9 times (Frequency) (seen it 9 different times in a week)

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↑ TV BUYING TIME

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↑ (SEE NOTES)

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↑ Why use TV over other Media?

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↑ TV

- advantages
 - well defined audience
 - reach (98% of households)...no other media outlet has that reach
 - cost per contact (doesn't cost THAT much for the average show)
 - creative opportunities
- disadvantages
 - information (difficult to present)
 - not self-paced (can't refer back to msg)
 - CLUTTER (commercial clutter)
 - absolute costs: cost per contact is low but absolute cost is high (cost of prime time & producing a commercial)
 - poor geographic selectivity (tv extends beyond target market)
 - poor attentiveness (limited viewer attention)

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↑ RADIO

- advantages

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