

Lecture 33

Media Planning- Part I

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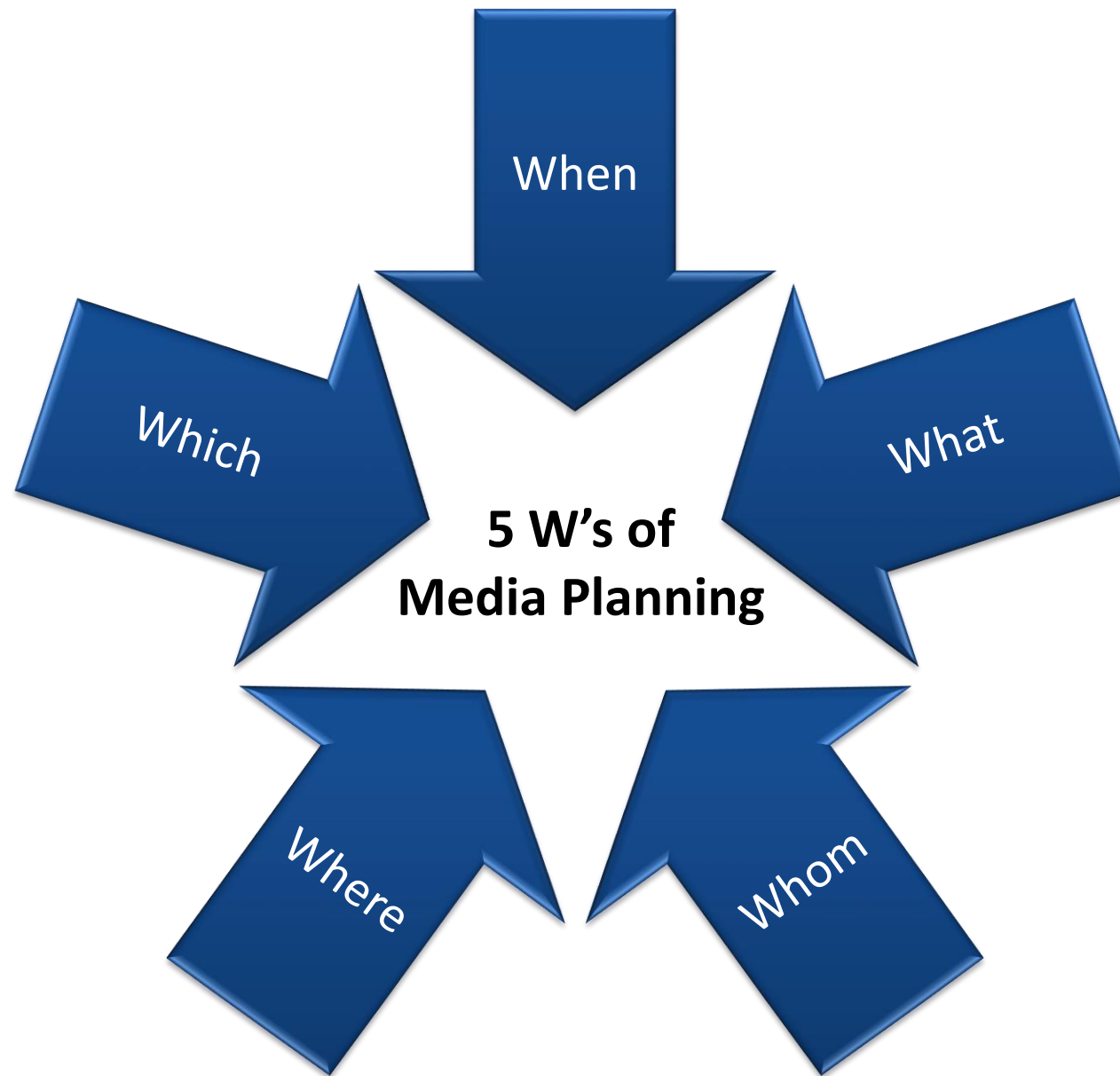
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Media Planning and Strategy Development

- Media Planning refers to a series of decisions required in an effort to deliver the advertisement message to a large target audience in an effective manner at low cost.
- It involves setting certain media objectives and strategies to accomplish the pre-determine business or advertising objectives.
- The goal of media planning is to formulate a particular combination of media(vehicle or means of message delivery system) that would enable the advertiser to communicate the message effectively.



Activities involves in Media Planning and Strategy Development -

- Conducting Situation analysis
- Formulating a Marketing Strategy
- Formulating an Advertising Strategy
- Setting media objectives
- Determining media strategy
- Selection of media

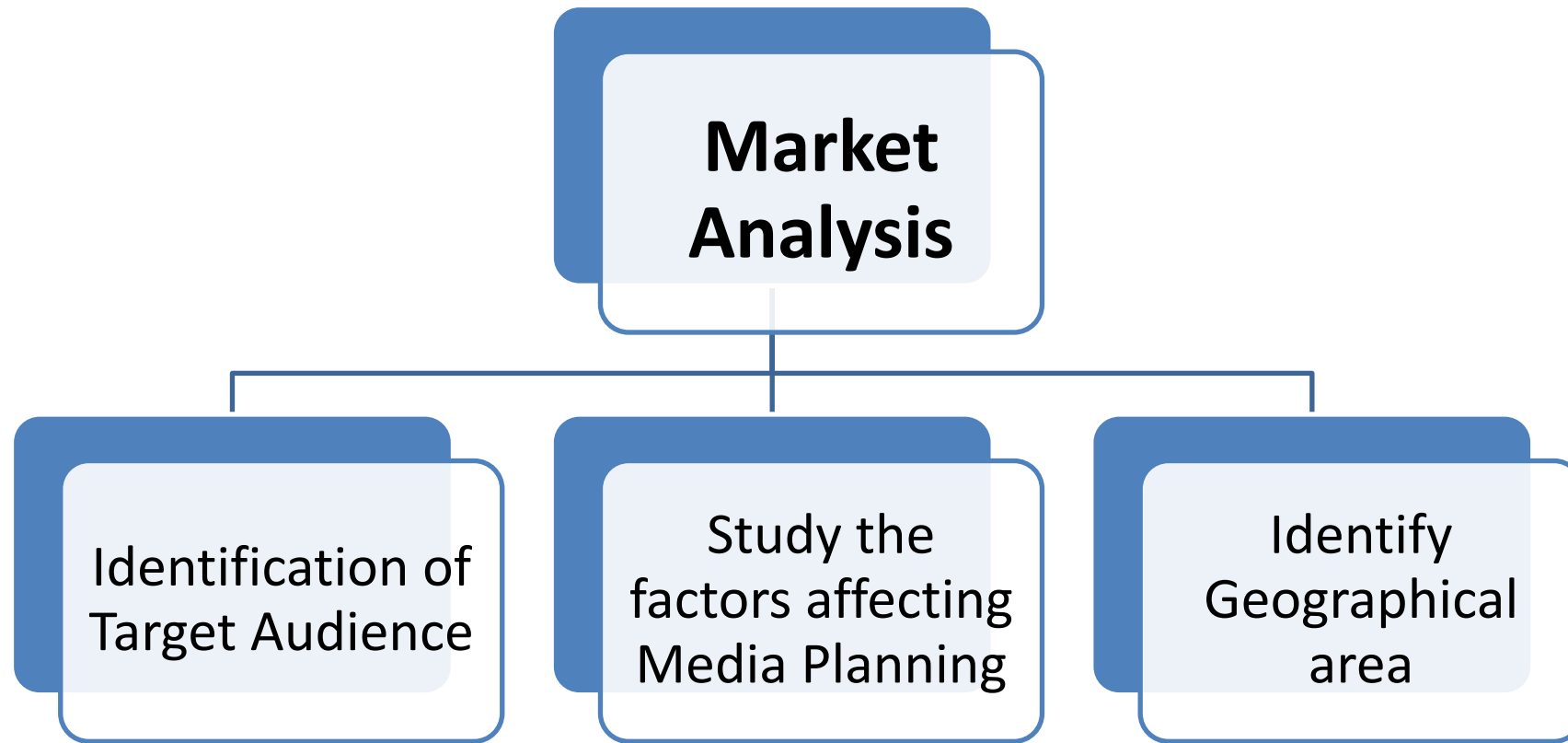
Factors Affecting Media Planning

- Nature of Product
- Nature of Customers
- Distribution of Product
- Advertising Objectives
- Nature of Message
- Size of Ad-Budget
- Media Used by Competitors
- Media Availability
- Media Reach and Coverage
- Media Frequency
- Media Image
- Media Discount
- Language

Steps involved in Media Planning Process

1. Market Analysis :

- Every media plan begins with the market and environmental analysis.
- Market analysis includes identification of target audience in terms of demographic characteristics or psychographic characteristics.
- While making media planning, the media-planner must consider internal and external factors that can affect media planning.



2. Message Distribution

- Distribution of message to the audience is the second step in media planning process.
- It includes the decision upon number of messages and the frequency of their appearance.
- Media planner should decide whether a single message is sufficient or there should be several repetitions of the message.
- Media planner also have to calculate the total message weight of the campaign.

3. Select suitable media -

- For selecting appropriate media, different media are compared on the basis of cost per reader, cost per viewer, media-image, etc.
- While selecting media, the advertiser should ensure that media matches with features of target audience.
- The selected media should match with message-requirements.
- While selecting suitable media, availability of media should also be kept in mind.

4. Selecting Optimum Media-Mix

- If the advertiser feels that no single media is sufficient in achieving advertising objectives, then different media can be used in combination and their optimum mix is decided by the advertiser.
- By combining different media, advertiser can increase coverage and improve the chances of achieving advertising goals.
- Overall ad-budget also influences the ration of different elements of media mix.

5. Selecting Suitable Media Vehicle within each Selected Media

- After selecting media, appropriate media vehicles are to be selected. For example, after deciding that advertising is to be done through newspaper, it is decided that in which newspaper it is to be done-whether through Indian Express, Tribune, or Hindustan Times, etc.

6. Media Scheduling

- Media scheduling includes decisions regarding date or time when these advertisements are to be shown & time gap between two advertisements.
- Purpose of media-scheduling is to issue advertisements at appropriate time with appropriate frequency so that target audience can be contacted at minimum advertising cost.

7. Executing Advertising Programme

- After selecting media and deciding its schedule, advertising department is given the task of designing suitable advertising copy and executing it in the selected media.

8. Follow-Up and Evaluation

- In follow up & evaluation, advertiser evaluates its effectiveness to know whether media objectives have been achieved, whether media-plan has contributed in achieving overall advertising-objectives.

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