

Chapter 10

Media Planning & Strategy



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Some terms & concepts

- ▶ **Media planning**
 - ▶ Series of decisions involved in delivering the promotional message to the prospective purchasers and/or users of the product/brand
- ▶ **Medium**
 - ▶ A general category of available delivery system which includes broadcast media, print media, direct marketing, outdoor ads
- ▶ **Media vehicle**
 - ▶ Is the specific carrier within a medium category

Some terms & concepts

▶ Reach

- ▶ Measure of the number of different audience members exposed at least once to a media vehicle in a given period of time

▶ Coverage

- ▶ Potential audience that might receive the message through a vehicle.

▶ Frequency

- ▶ Number of times the receiver is exposed to the media vehicle in a specific period

Problems in media planning

- ▶ Insufficient information
- ▶ Inconsistent terminology
- ▶ Time pressure
- ▶ Difficulty measuring effectiveness

Developing the media plan

Analyze the market

Establish media objectives

Develop/implement media strategy

Evaluate performance

Analyze the market

Index Number

$$\text{Index} = \frac{\text{Percentage of users in a demographic segment}}{\text{Percentage of population in the same segment}} \times 100$$

Index to determine where to promote

- ▶ Survey of buying power index
 - ▶ Population
 - ▶ Effective buying income
 - ▶ Total retail sales in the area

Research study of consumers who use frozen pizza:

Ages	Total population of potential users (household decision makers) in the age group (000)	Percentage of the total population in the age group	Number of product users in the age group (000)	Percent of all users of the product as a percent of the total user base	Index Number
35-44	12,512	16.7*	8,132	21.5**	129
55-64	10,905	14.5*	4,780	12.6	87

*Base = 74,975,000 total decision makers

**Base = 37,791,000 total product users in the decision maker group

Balakrishnan

Index to determine where to promote

- ▶ Brand development index (BDI) : Quantifies the brand's relative performance in a specific region or group of people compared to the overall market

Brand Development Index

$$\text{BDI} = \frac{\text{Percentage of brand sales in a specific region / Population of that region}}{\text{Percentage of total sales in all regions/ total population}} \times 100$$

Index to determine where to promote

- ▶ Category development Index: Quantifies a certain product category's relative performance in a specific region or group of people compared to the overall market

Category Development Index

Percentage of a product category sales to a specific group / Number of households in that group

$$\text{CDI} = \frac{\text{Percentage of a product category sales to a specific group} / \text{Number of households in that group}}{\text{Percentage of total category sales in all groups} / \text{Total households in market}} \times 100$$

	High BDI	Low BDI
High CDI	High market share Good market potential	Low market share Good market potential
Low CDI	High market share Monitor for sales decline	Low market share Poor market potential

High BDI and high CDI

This market usually represents good sales potential for both the product category and the brand.

High BDI and low CDI

The category is not selling well, but the brand is; probably a good market to advertise in but should be monitored for declining sales.

Low BDI and high CDI

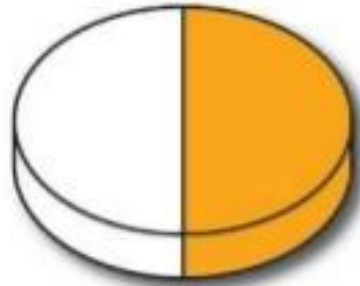
The product category shows high potential but the brand is not doing well; the reasons should be determined.

Low BDI and low CDI

Both the product category and the brand are doing poorly; not likely to be a good place for advertising.

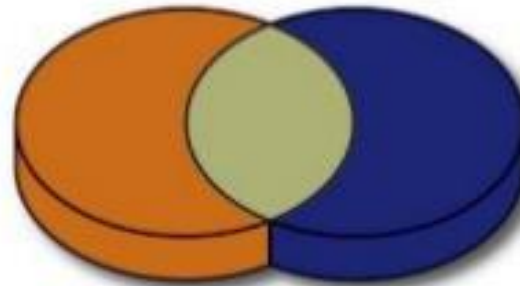
Reach and Frequency

A. Reach of One Program



Total market audience reached

B. Reach of Two Programs



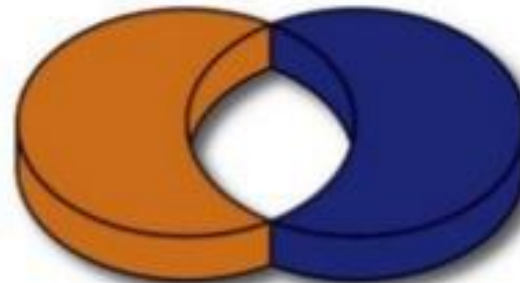
Total market audience reached

C. Duplicated Reach of Both



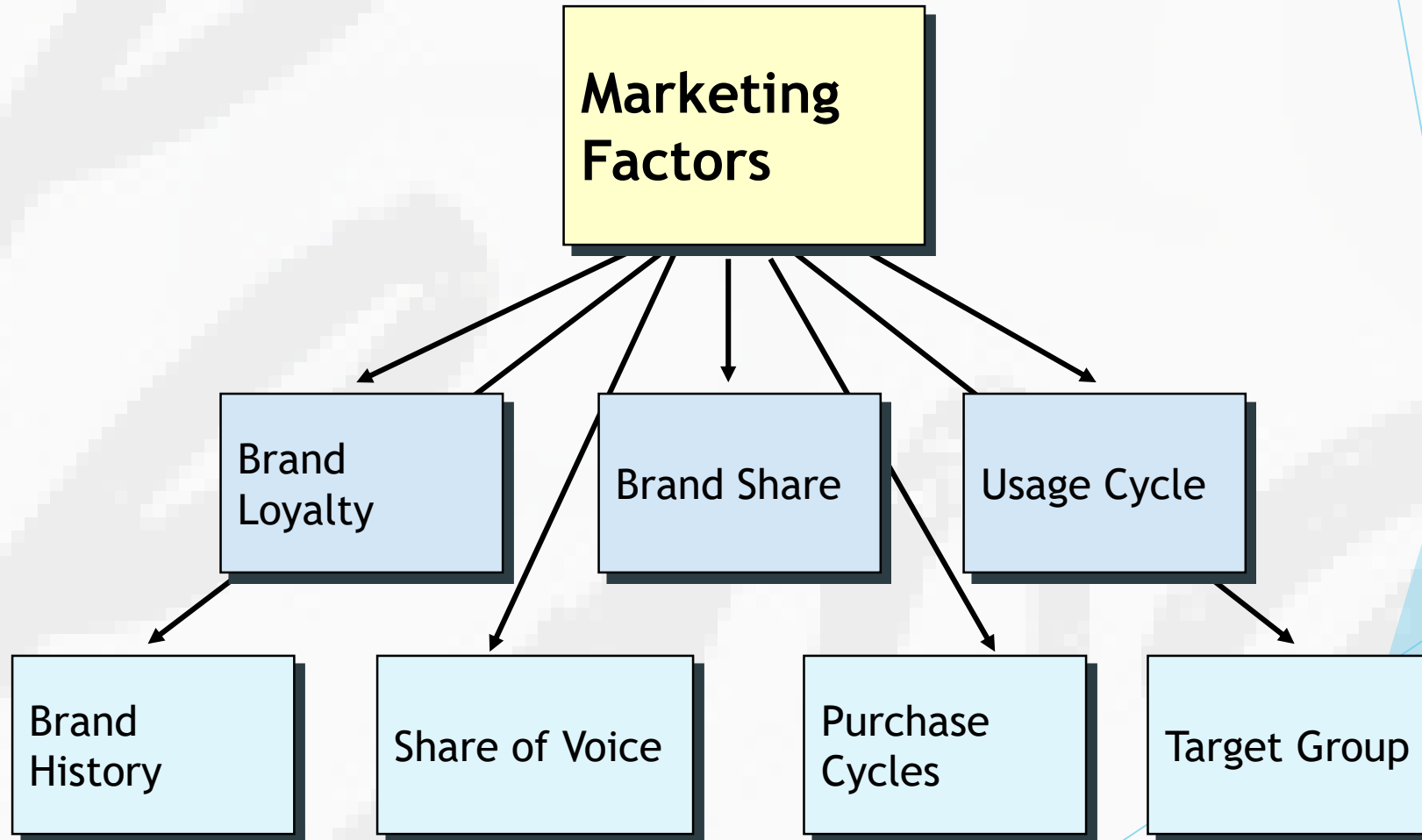
Total market reached with both shows

D. Unduplicated Reach of Both

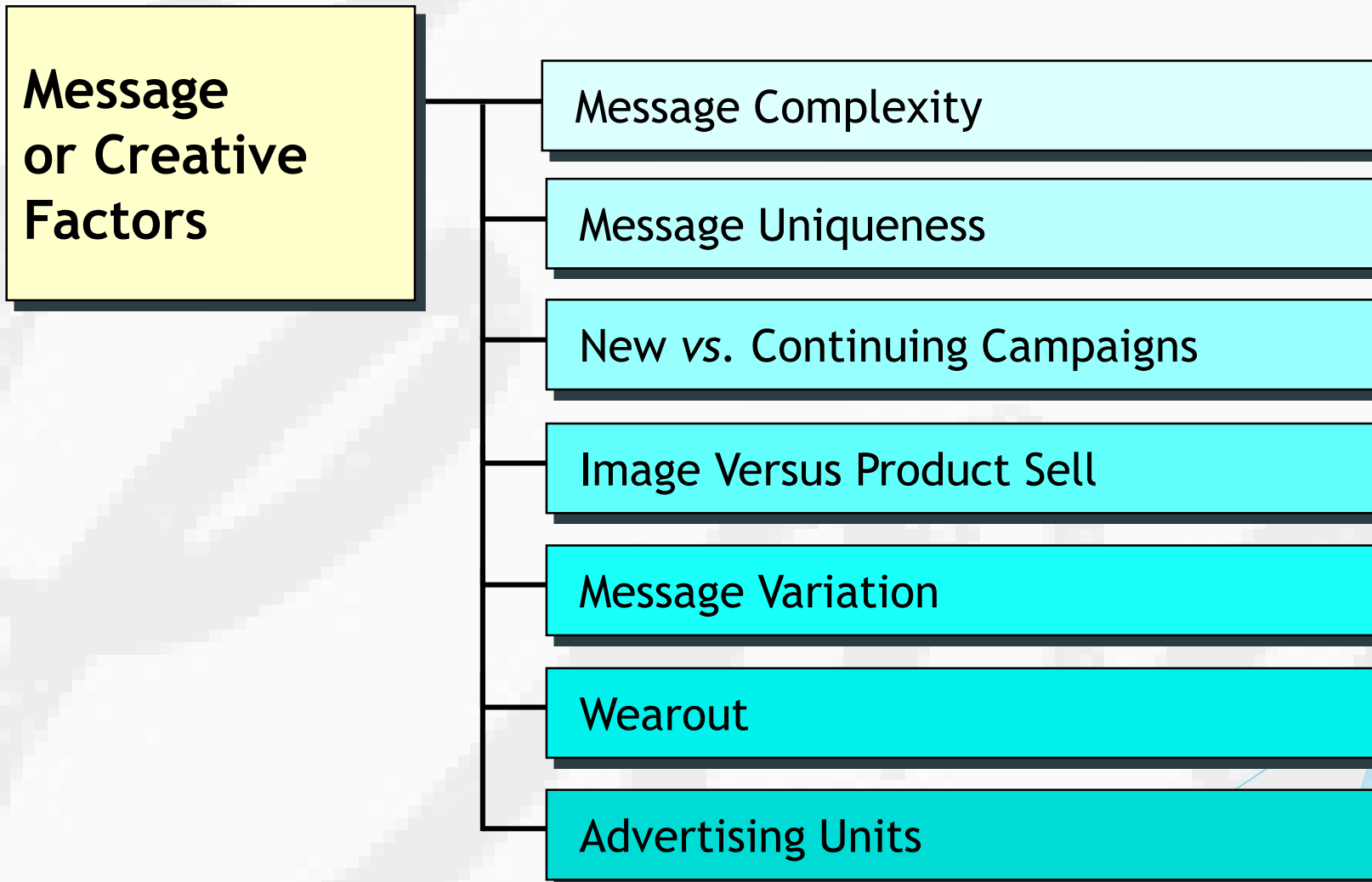


Total reach less duplicated shows

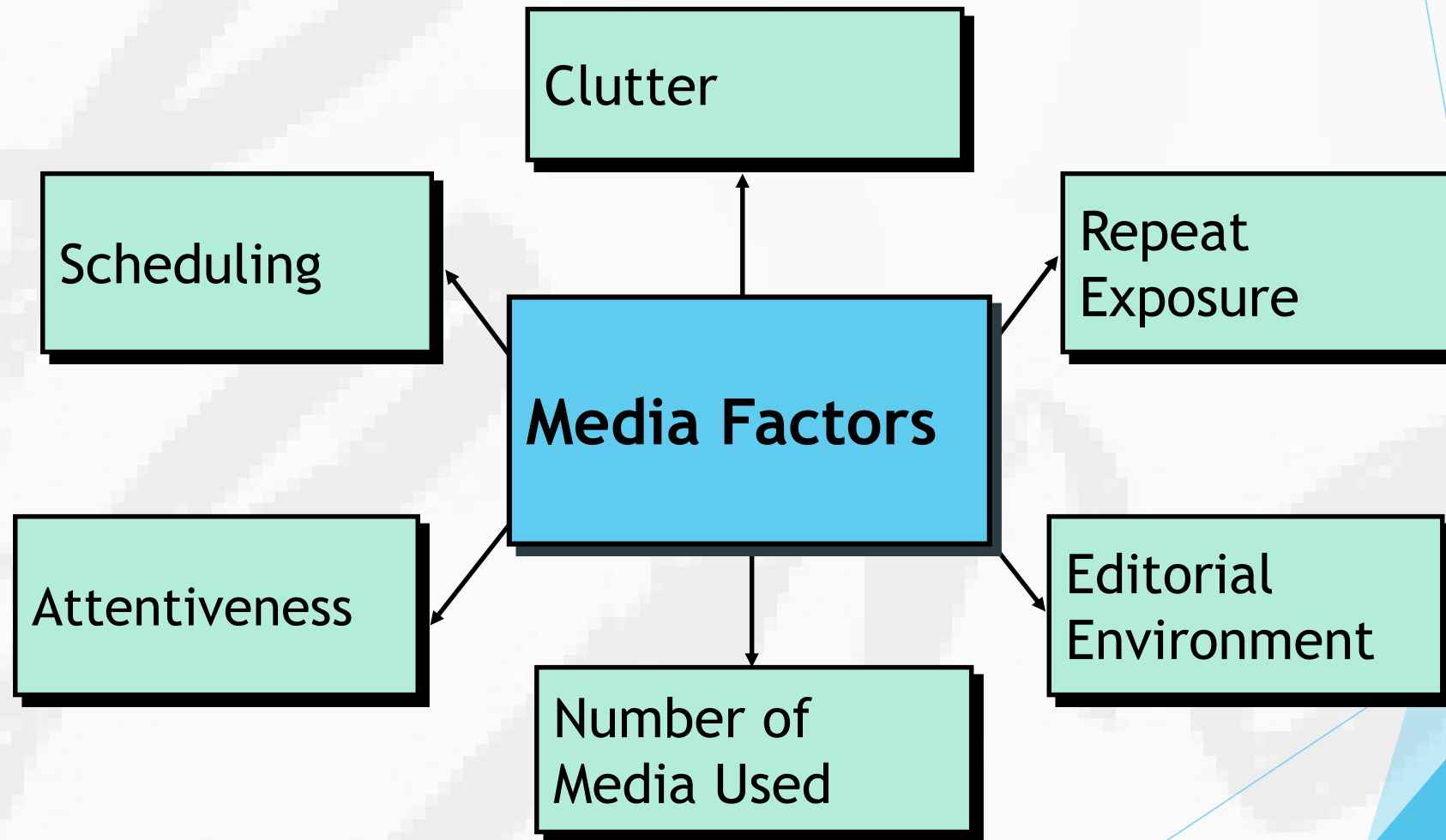
Factors important in determining frequency levels



Factors important in determining frequency levels



Factors important in determining frequency levels





Thank you