



TAYLOR MADE MEDIA

## Steps in Media Planning and Buying

### **Steps in a Media Campaign**

- Define objectives.
- Nail down your strategy.
- Consider all options available.
- Gather and analyze research.
- Negotiate with suppliers.
- Execute/book.
- Campaign maintenance.
- Post buy analysis.

### **Media Objectives**

What are you trying to accomplish with your advertising?

Examples

- Utilize media that will generate brand or product awareness.
- Provide the frequency of message required to increase phone calls or web visits.
- Utilize media that enhances brand image by association.
- Stimulate immediate action.

### **Media Strategy**

How are you going to accomplish it?

### **Components of Strategy**

- Target Audience
- Coverage Area
- Timing
- Reach / Frequency Objectives
- Media Habits Research
- Media Mix



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### Media Strategy

#### **Target Audiences**

Consumer examples

- Age range: Adults 25-54, with children
- Household Income: \$75,000 plus per year

Trade examples

- Doctors
- Builders
- Lawyers

#### **Coverage Area**

- Define your market area. Be realistic!

Examples:

British Columbia- Lower Mainland and Vancouver Island - primary  
Okanagan/Cariboo/Kootenays – secondary

English Canada All markets

Northern California San Francisco Bay Area

#### **Reach**

- The unduplicated reach of the defined target population.
- Reach takes into consideration your coverage area and your media selection.
- The coverage area you define.
- With media selection, the more you spread your dollars the broader the reach. However is it effective reach?
- Media selection should be based on the medium's ability to cover your defined geographic area with limited waste.
- **It is always better to convince 10% of the buyers 100% of the way, than to convince 100% of the buyers 10% of the way.**



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### **Frequency of Message**

- Frequency takes into consideration the number of times an individual is exposed to your message.
- You can build frequency with consistency in media selection and creative message. For budgetary reasons this often means focusing on a specific geographic area and a few well targeted media vehicles.
- Remember that the stronger the frequency of message, the quicker the response.
- The average consumer needs 4 exposures before the message registers with them, and studies show that after 7 exposures they will take action.

### **Frequency Builders**

- Multiple insertions in the same publication.
- Consistent schedule week to week, or month to month within any medium.
- Multiple spots in one show.
- Tightened rotations Tue-Thu versus Mon-Fri, or 4 – 7 pm versus 4 – Midnight.
- Multiple spots weekly on the radio, or a timed sponsorship.

### **Media Habits Research**

- Research is used to determine the media habits of the target group and support media recommendations.
- Useful research studies include:
  - PMB
  - Nadbank / Combase
  - BBM

### **Available Research**

PMB provides extensive media habits data including:

#### **Television**

- Number of days watch
- Types of programs watch
- Specialty channels watch
- Dayparts watch
- Avg. number of hours watch



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### **Radio**

- Number of days listen
- Station formats listen to
- Program types listen to
- Avg. number of hours listen

### **Outdoor**

- How many km's drive per week
- Transit usage

### **Newspaper**

- Number of issues read
- Section read
- Weekday versus weekend reading

### **Internet**

- Hours per week
- Information categories accessed

### **Media Mix**

- This is where you determine which media make sense for you.
- Based on your objectives, budget and strategy, which will deliver results?
- You are setting a boundary around the types of media you will consider. So if outdoor is not in the mix, you can take that medium off your plate and inform any suppliers that approach you, that outdoor is not a consideration.

### **Combining Media** - Look for a balance.

Magazines with a higher frequency medium such as Radio, Outdoor

Radio with a visual medium like TV, Print, Outdoor

Outdoor with a more detailed medium such as Print, Radio, TV

Internet with a visual or mass reach medium like Print, Outdoor, TV, Radio

### **Rationale**

- The Media Rationale provides an explanation of why each medium makes sense based on the stated objectives and strategy. How does each medium and vehicle fulfill the objective and fit with the strategy?
- This is provided by your TMM Media Strategist upon presentation of the media plan.



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### Campaign Maintenance

Keep on top of the campaign once it's booked!

- Make goods – ensure equal or greater value for any media that is pre-empted
- Monitor placement of print ads –always strive for the best possible placement within the pages of the newspaper or magazine for our clients.
- Invoice discrepancies – get these items cleared up ASAP to ensure accountability.
- Adjustments based on client feedback – be prepared to fine tune the campaign.
- Updated audience data – always monitor the audience data as it is released to ensure the media deliver what was purchased.

### Post Buy Analysis

Example:

- Client X
- Spring 2008 TV Campaign

Planned Spend:	\$197,127
Actual Spend:	\$197,127
Value Received:	\$293,955 – 149% achieved
+ Bonus Spots:	<u>\$120,975</u>
Total Value:	\$414,930 – 210% achieved
Planned Spots:	399
Actual Spots:	399 – 100% achieved
+ Bonus Spots:	<u>59</u>
Total Spots:	458 – 115% achieved