

MODULE 4

MEDIA PLANNING AND MEDIA STRATEGY

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Media Terminology

Media Planning	→	A series of decisions involving the delivery of media to audiences
Media Objectives	→	Goals to be attained by the media strategy and plan
Media Strategy	→	Decisions on how the media objectives can be achieved
Media	→	The various categories of delivery systems, including broadcast and print media
Broadcast Media	→	Either radio or television network or local station broadcasts

Media Terminology

Print
Media

Publications such as newspapers, magazines, e-mail, outdoor, etc.

Media Vehicle

The specific carrier within a medium category

Reach

Number of different audience members exposed once in a given time period

Coverage

The potential audience that might receive the message through the vehicle

Frequency

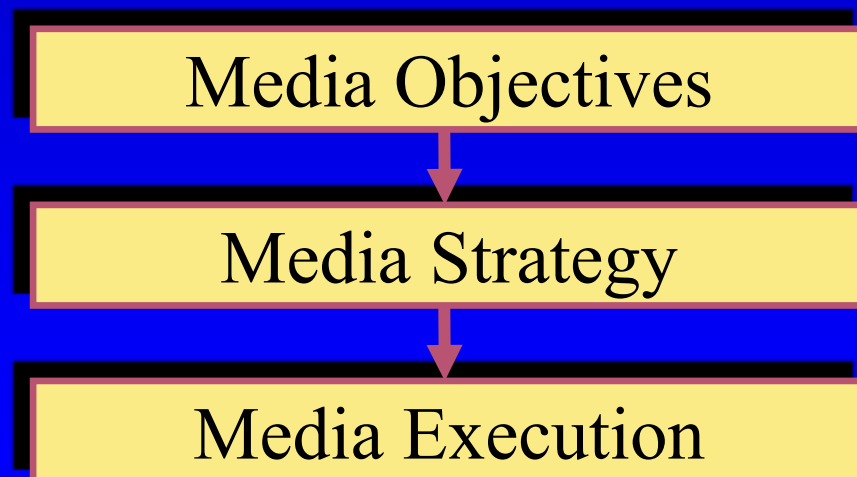
The number of times the receiver is exposed to the media vehicle in a specific time period

Media Planning

- **Media Planning** – a plan of action to communicate a message to the right people, at the right time, and the right frequency
- The goal of a media plan is to be efficient and gain maximum exposure at minimum cost

The Media Plan

- **Media Plan** – a document that outlines the relevant details about how a client's budget be spent.



Media Objectives

WHO

→ ...is the target market?

WHAT

→ ...is the message?

WHERE

→ ...are the priorities?

WHEN

→ ...is the best time to
advertise?

HOW

→ ...many, often, long?

Media Strategy

- **Media Strategy** – a plan for achieving media objectives to reach the target audience as effectively and efficiently as possible
- Limited financial resources
- Demands for accountability

(continued)

Media Strategy (Continued)

- Should address:
 - How often to advertise
 - How long to advertise
 - Where to advertise
 - What media to use

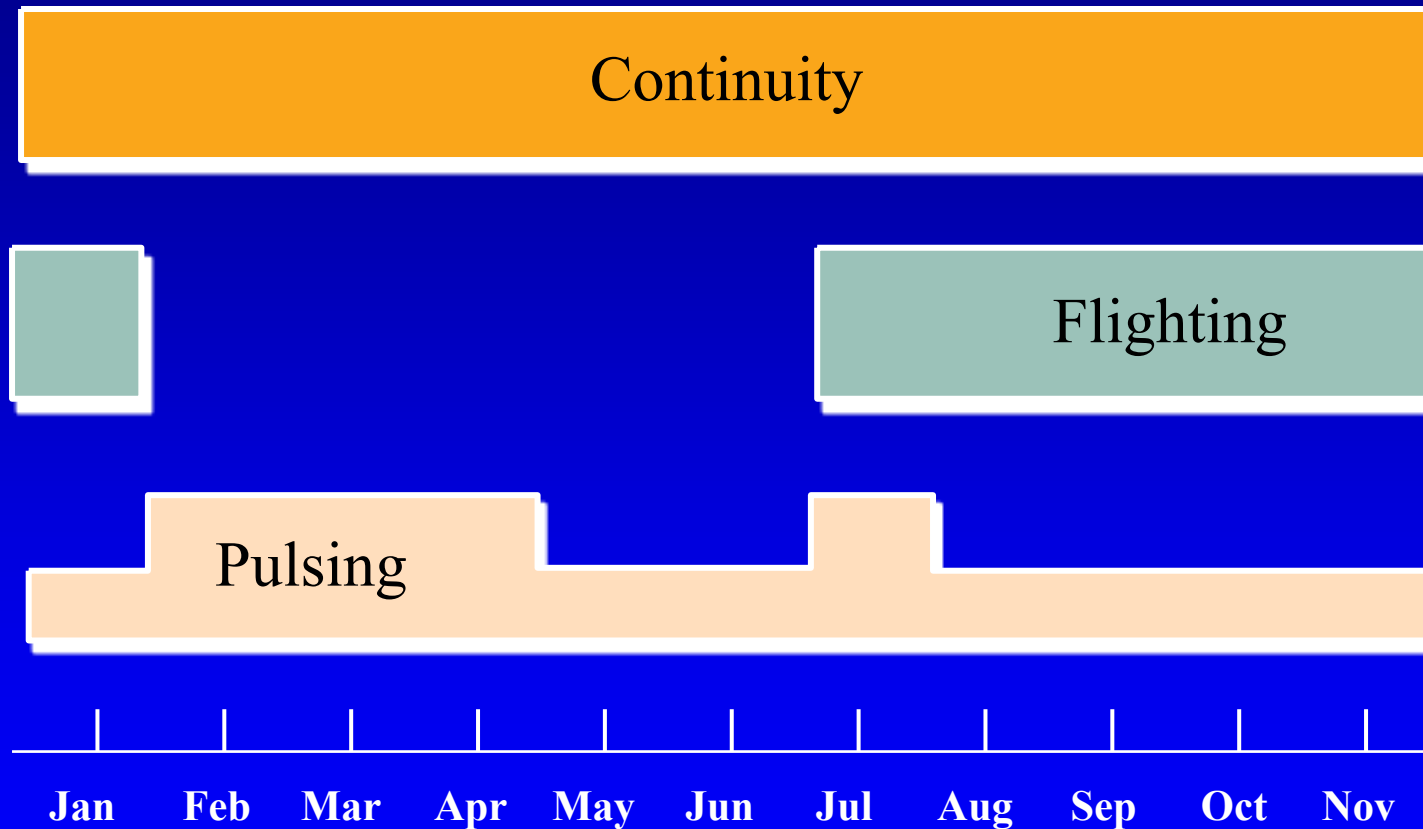
Factors Influencing Media Strategy

- Target Market Profile
- Nature of the Message
- Geographic Market Priorities
- Timing of Advertising
- Reach/Frequency/Continuity

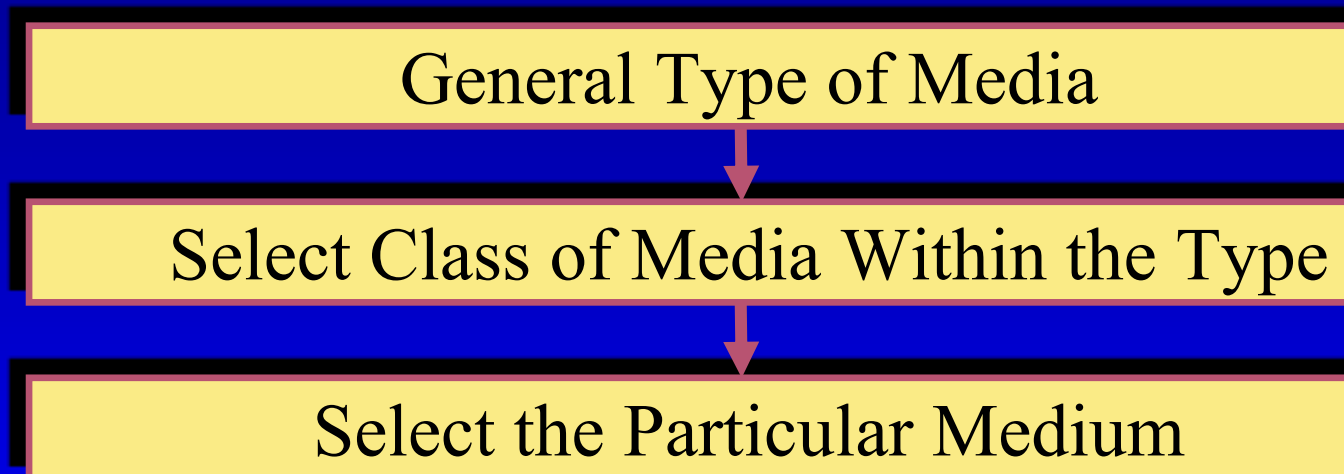
Media Execution

- **Media Execution** – translating media strategy into specific media action plans
- Look at cost efficiencies
- Develop a schedule
- Allocate budget

Three Scheduling Methods



Media Selection



Developing the Media Plan

Analyze the Market



Establish Media Objectives



Develop Media Strategy

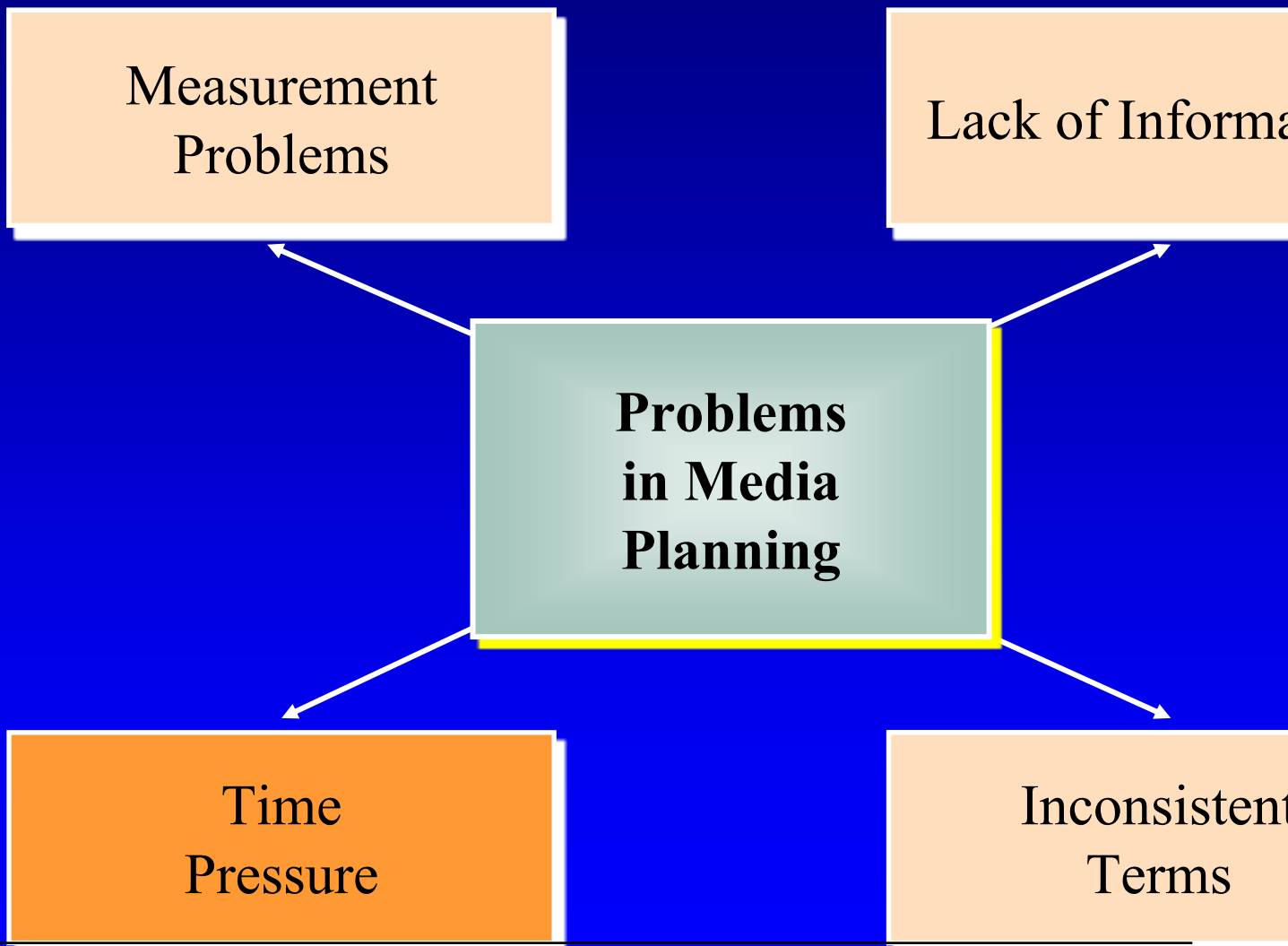


Implement Media Strategy



Evaluate Performance

Media Planning Difficulties



BROADCAST MEDIA

Television Pros and Cons

Advantages

Mass Coverage

High Reach

Impact of Sight, Sound
and Motion

High Prestige

Attention Getting

Favorable Image

Disadvantages

Low Selectivity

Short Message Life

High Absolute Cost

High Production Cost

Clutter



Radio Pros and Cons

Advantages

Local Coverage

Low Cost

High Frequency

Flexible

Low Production Cost

Well-segmented Audience

Disadvantages

Audio Only

Clutter

Low Attention Getting

Fleeting Message



Magazine Pros and Cons

Advantages

Segmentation Potential

Quality Reproduction

High Information Content

Longevity

Multiple Readers

Disadvantages

Long Lead Time for
Ad Placement

Visual Only

Lack of Flexibility

Magazines

- Business and consumer magazines
- Two types of circulation
 - Paid circulation
 - Controlled circulation
- Magazines are a “class” medium instead of “mass” medium

Newspaper Pros and Cons

Advantages

High Coverage

Low Cost

Short Lead Time for Placing Ads

Ads Can Be Placed in Interest Sections

Timely (Current Ads)

Reader Controls Exposure

Can Be Used for Coupons

Disadvantages

Short Life

Clutter

Low Attention Getting

Poor Reproduction Quality

Selective Reader Exposure



Outdoor Pros and Cons

Advantages

Location Specific

High Repetition

Easily Noticed

Disadvantages

Sort Exposure Time

Short Ads

Poor Image

Local Restrictions



Direct Mail Pros and Cons

Advantages

High Selectivity

Reader Controls Exposure

High Information Content

Repeat Exposure Opportunities

Disadvantages

High Cost Per Contact

Poor Image (Junk Mail)

Clutter



Internet Pros and Cons

Advantages

User Selects Product Information

User Attention and Involvement

Interactive Relationship

Direct Selling Potential

Flexible Message Platform

Disadvantages

Limited Creative Capabi

Websnarl (Crowded Acc

Technology Limitations

Few Valid Measurement
Techniques

Limited Reach



Out-of-home Advertising

- Highly visible
- Can reach a mobile population
- Suitable to a shotgun approach
- Three types
 - Outdoor Advertising
 - Transit Advertising
 - Other

Outdoor Advertising

- Posters or billboards
- Backlit poster
- Superboard or spectacular
- Banners
- Murals
- Electronic signs
- Transit shelter
- Mall posters

BACKLITS ADVERTISING



MURALS



Transit Advertising

- Superbus advertising
- Bus murals



Other Forms of Out-of-home Advertising

- Washroom advertising
- Elevator advertising
- Cinema advertising

CREATIVE STRATEG



MEANING:

- Creative strategy is the result of new ideas, imagination or combining of one or more elements for a purpose.
- Advertising creativity is the ability to generate fresh, unique and appropriate ideas that can serve as solutions to communication problems.

Defining Appeals and Execution

Advertising Appeals

The approach used to attract the attention of consumers

To influence consumer feelings toward product, service or cause

Execution Style

The way an appeal is turned into an advertising message

The way the message is presented to consumer

2. Types of Appeals

1. Informational/Rational

2. Emotional

3. Humor Appeal

4. Others: Moral, Indirect, direct

RATIONAL APPEAL

This type of advertising focuses on the consumer's practical, functional, utilitarian need for the product or service and emphasize features of product or service and/or benefits or reasons for owning or using a brand.

The Horlicks advertisement below shows the necessity of a child to consume in order to grow tall, strong and sharp.



Rational Appeal

DREAMS BECOME TRUE

An advertisement for the Nokia Lumia 920. It features a large smartphone and a smaller one, both displaying the Windows Phone interface with various app tiles like Phone, Internet Explorer, Photos, and SkyDrive. A pair of white headphones is shown in the bottom left. The background is blue with white and yellow text.

NOKIA
Connecting People
LUMIA 920

- 4.5 Inch Pure Motion HD+Display
- 1.5GHz Qualcomm Dual Core
- 8.7MP PureView Camera
- 1.2MP Front Camera
- Dual LED Flash
- Wireless Charging
- 1GB RAM

₹ 39,990

 **Windows Phone**

Rational Appeal

FREE INSURANCE*

THE NEW RENAULT PULSE
ADD PULSE TO LIFE

* Starting Price

₹ 4.35
Lakhs

Pulse Available in **PETROL & DIESEL**
Ask For Test Drive



1.5L K9K dCi ENGINE

The new Renault Pulse is powered by K9K, 1.5 litre diesel engine that puts out 64 PS of power and 160 Nm of torque.



SMART ACCESS KEY

With the smart access key in your pocket, you can start the engine with the push of a button. The car locks and unlocks automatically depending on your proximity to the car.



ABS WITH EBD

ABS (Anti-lock Braking System) with EBD (Electronic Brake Distribution) help the driver keep control of the vehicle during panic braking situation.



AUTOMATIC CLIMATE CONTROL SYSTEM

Set your ideal cabin temperature with the climate control air-conditioning and be comfortable, no matter what the weather is outside.



A Rational, “Popularity” App

There are over 100 wrinkle creams.
Only one is #1.



Neutrogena®

#1 DERMATOLOGIST RECOMMENDED BRAND

www.FirstRanker.com neutrogena.com

Types of Informational/Rational Ap

Feature: Focus on dominant quality of the product



Competitive: Makes comparisons to other brands



Price: Makes price offer the dominant point



News: News announcement about the product



Popularity: Stresses the brand's popularity

EMOTIONAL APPEAL

This relates to the customers' social and/or psychological needs for purchase of a product or service. This appeal is so effective because many consumer purchase motives for purchase decisions are emotional. Many advertisers believe that emotional appeal to work better at selling brands that do not differ significantly from competing brands.

The diaper brands appeal to parents' emotions and encourage them to buy Huggies products if they wish to see their babies happy and comfortable.



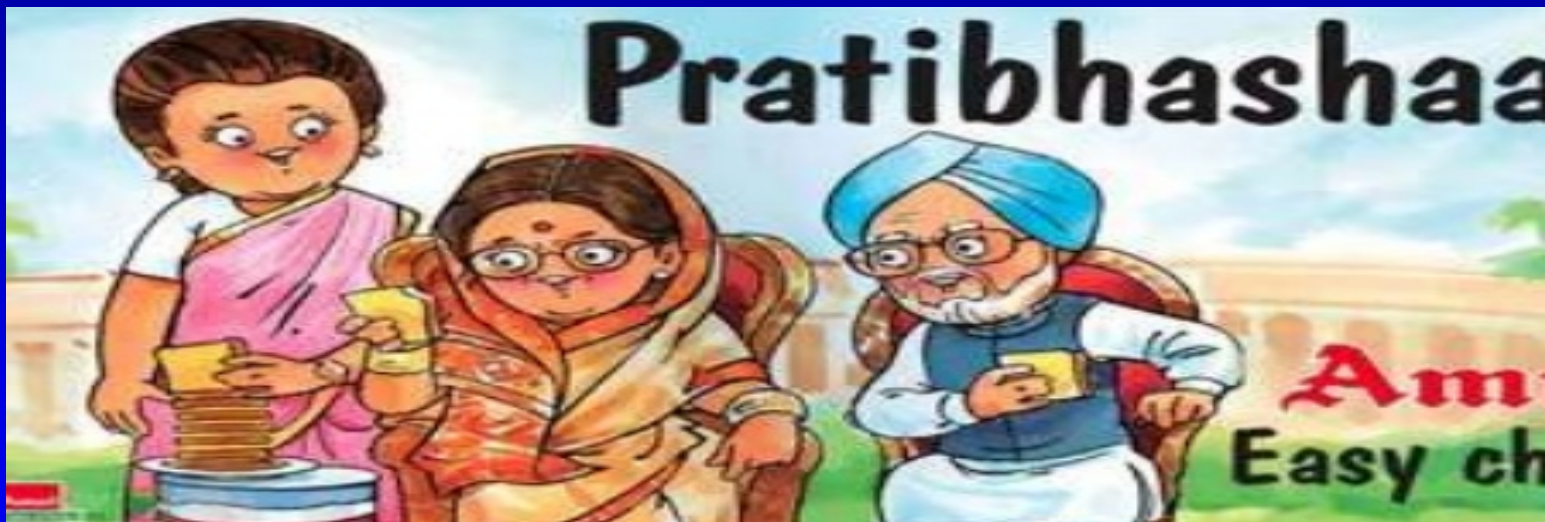
HUMOUR APPEAL

It is used in many advertisements. It is an excellent tool to catch the viewer's attention and help in achieving instant recall which can work well for the product.

The Idea advertisement of walk and talk, includes a strong element of humour.



Humor Appeal



Moral Appeals

Moral appeals are directed to the consumers' sense of what is proper. These are often used to exhort people to support social and ethical causes.

Types of Moral Appeal are as follows:

- Social awakening and justice :- e.g. boys freedom , satyamev
- Cleaner and safe environment :- e.g. Satyamev Jayate Season 2
Waste your Garbage - Subtitled
- Equal rights for women – e.g. Deepika Padukone – "My Choice"
Directed By Homi Adajania - Vogue Empower
- Protection of consumer rights and awakening



Direct Appeal

- Direct Appeals - Direct appeals clearly communicate with the consumers about a given need. These extol the advertised brand as a product which satisfies that need.



INDIRECT APPEAL

- Indirect appeal do not emphasis on huma need but allude to a need.

ADVERTISING EXECUTION

Ad Execution Techniques

Straight sell

Animation

Scientific

Personality Symbol

Demonstration

Imagery

Comparison

Dramatization

Testimonial

Humor

Slice of life

Combinations


Mentadent Uses a Demonstrat


A Makeover For Your Mouth


Over time, your teeth suffer the effects of normal use and wear. They lose their youthful brilliance.

Now there's a toothpaste that goes beyond cleaning and whitening to help replenish your surface enamel for a long-lasting white and a smile that's timeless.


Introducing **NEW** Mentadent® Replenishing White™ - a fluoride toothpaste with Liquid Calcium® technology in a peppermint fusion flavor.








Mentadent's exclusive dual-chamber technology releases calcium and phosphate




The dentist-recommended ingredients combine to form Liquid Calcium which fills in microscopic crevices



Replenishing surface enamel, whitening your teeth and helping guard against future stains

Behold the Fountain of Youth



©2005 Church & Dwight Co., Inc.

Apple Uses a Testimonial



Listerine Uses a Slice-of-Life Execution



COPYWRITING

- Copywriting is the activity of actually putting words to paper, particularly main body of text.

Print Ad Components/ creative

Headline:

Words in the Leading Position of the Ad



Subheads:

Smaller Than the Headline, Larger Than the Copy



Body Copy:

The Main Text Portion of a Print Ad



Visual Elements:

Illustrations Such As Drawings or Photos



Layout:

How Elements Are Blended Into a Finished Ad

PRINT AD



IT JUST TASTES BETTER 

IT'LL BLOW YOUR MIND AWAY

BK SUPER SEVEN INCHER

   **\$6.25 MEAL**

Fill your desire for something long, juicy and flame-grilled with the NEW BK SUPER SEVEN INCHER. Yum for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.I.* Thick & Fatty Steak Sauce.

Visuals



IT JUST
TASTES
BETTER



**IT'LL BLOW
YOUR MIND AWAY**



\$6.25
MEAL

Fill your desire for something long, juicy and flame-grilled with the **NEW BK SUPER SEVEN INCHER**. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.

BK SUPER SEVEN INCHER



All our products are prepared in 100% vegetable oil. TM & © 2006, 2008 Burger King Corporation. All rights reserved. Available for limited time only. Offer subject to change without prior notice. While stocks last. Terms and conditions apply. Visuals shown are for illustration purposes only. Meals vary at selected outlets. Not available at BK Europe Theme Park. © 2007 The Coca-Cola Company. "Coca-Cola", the Dynamic Ribbon, "It's a soft drink" and "Bottled Only with Real Sugar" are trademarks of The Coca-Cola Company.

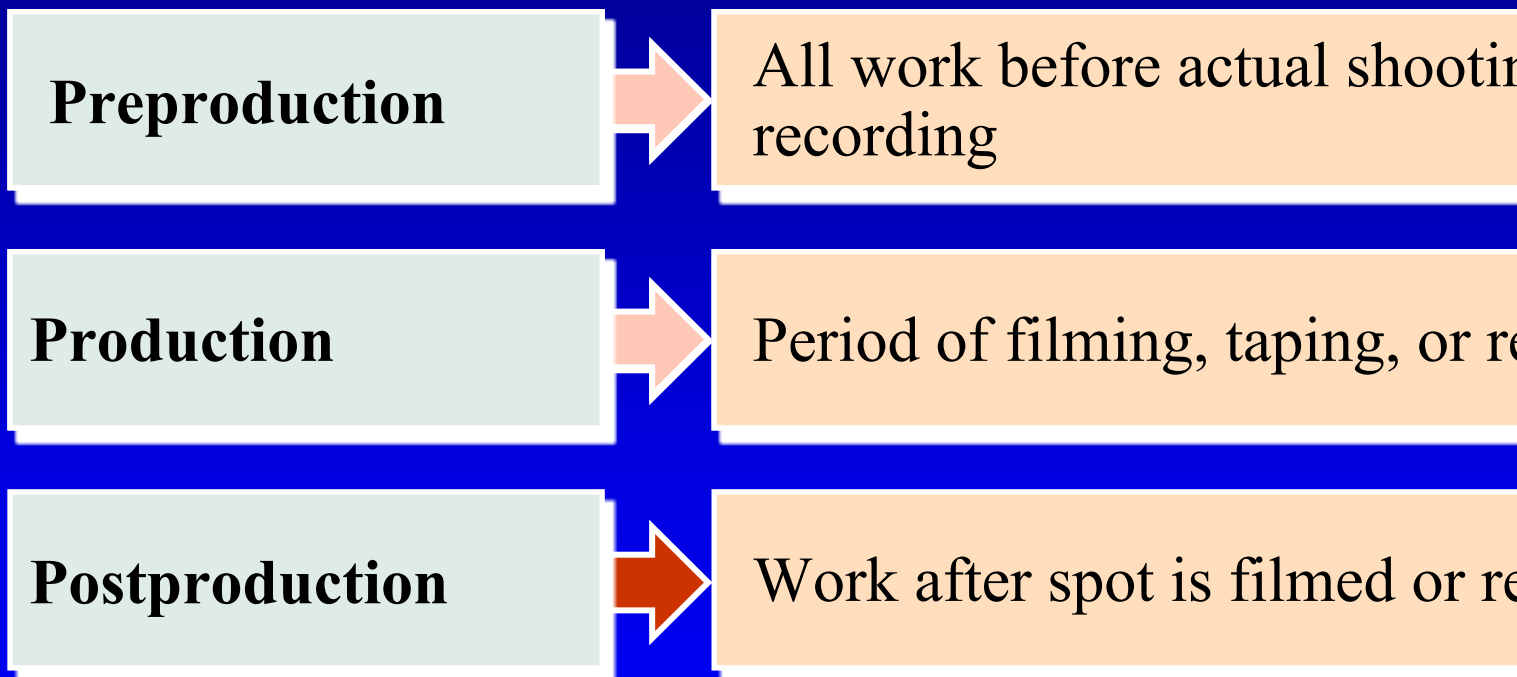
Creative Tactics For Telev

For TV commercials

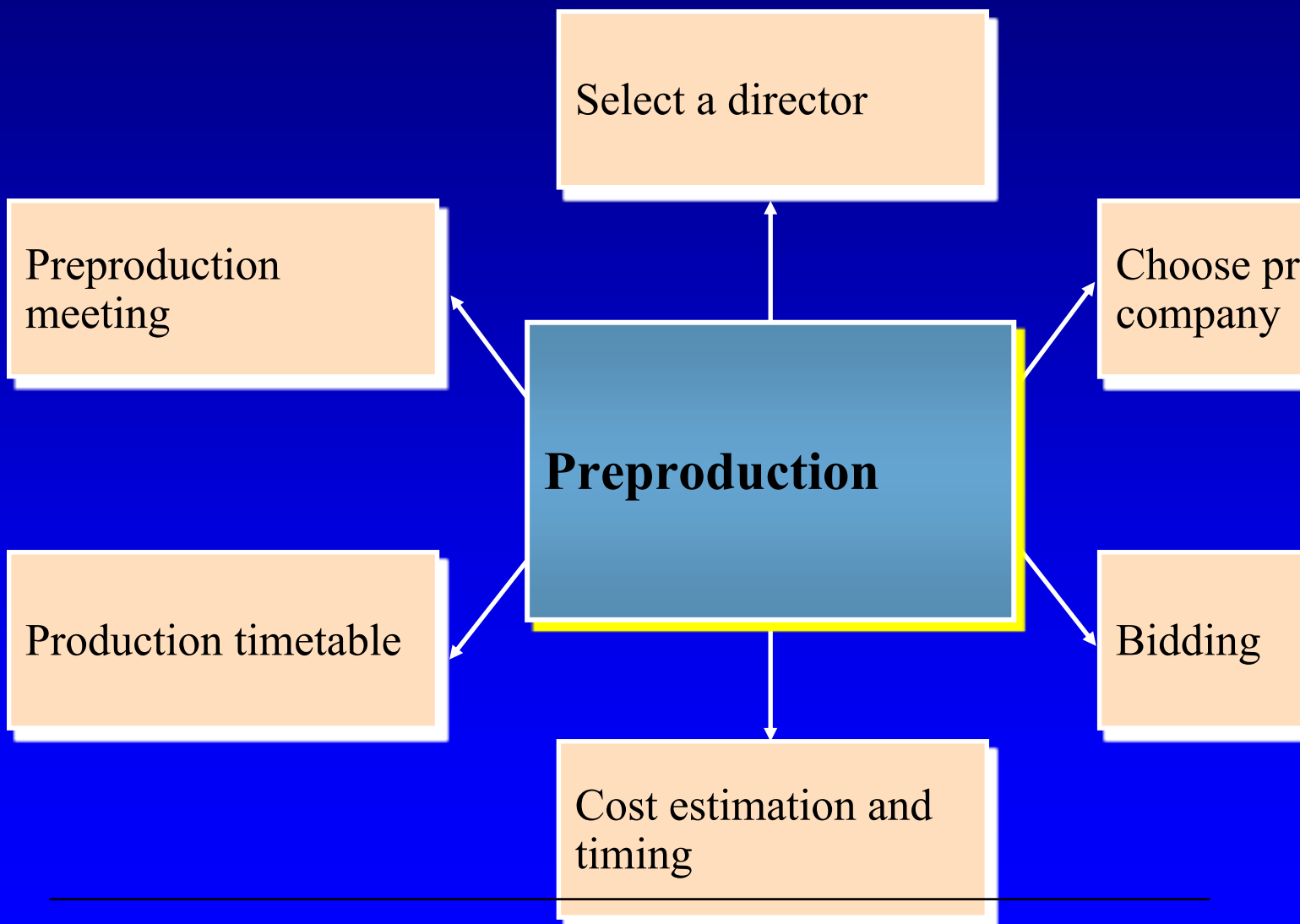
Video

Audio

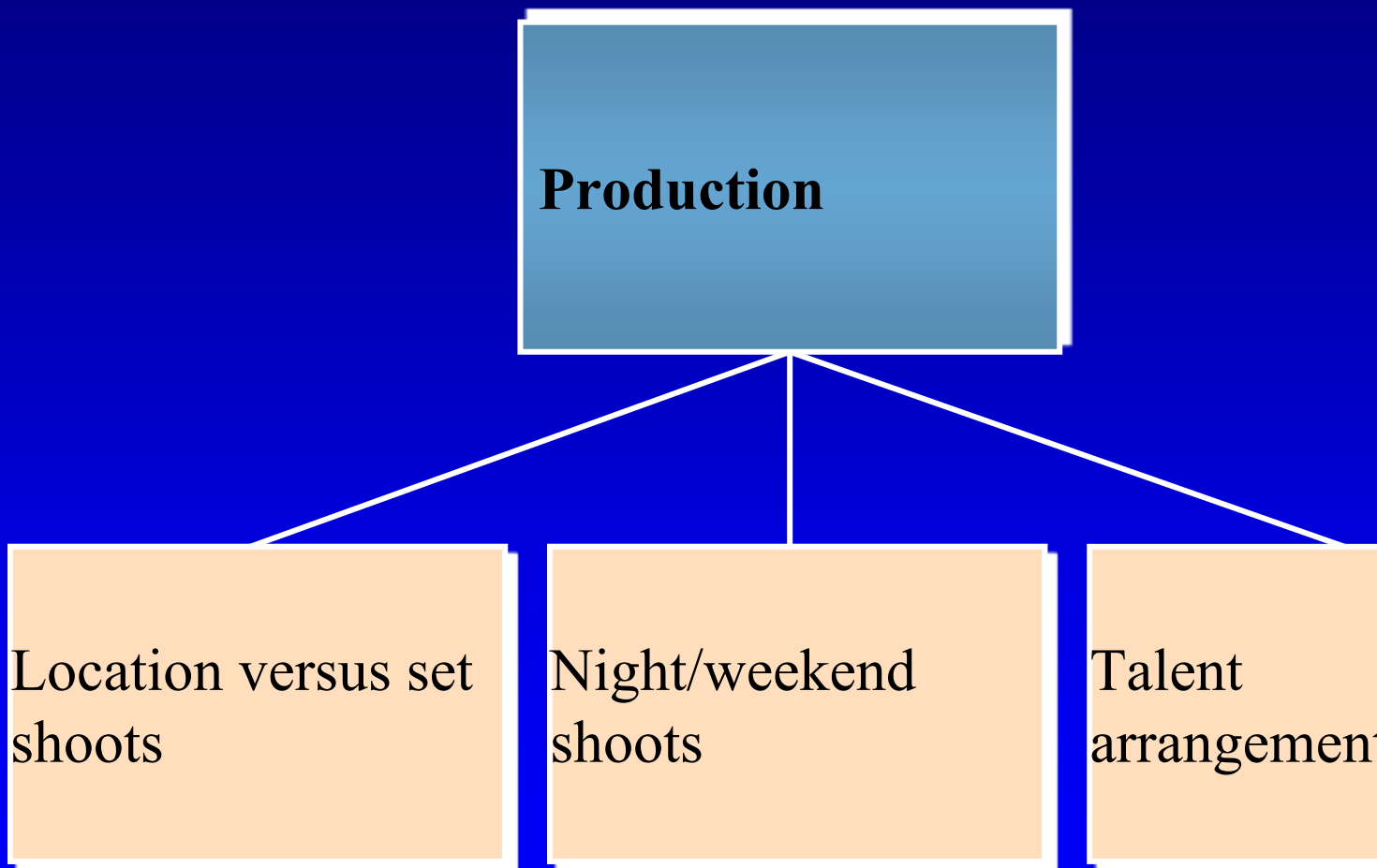
Production Stages for TV Commerc



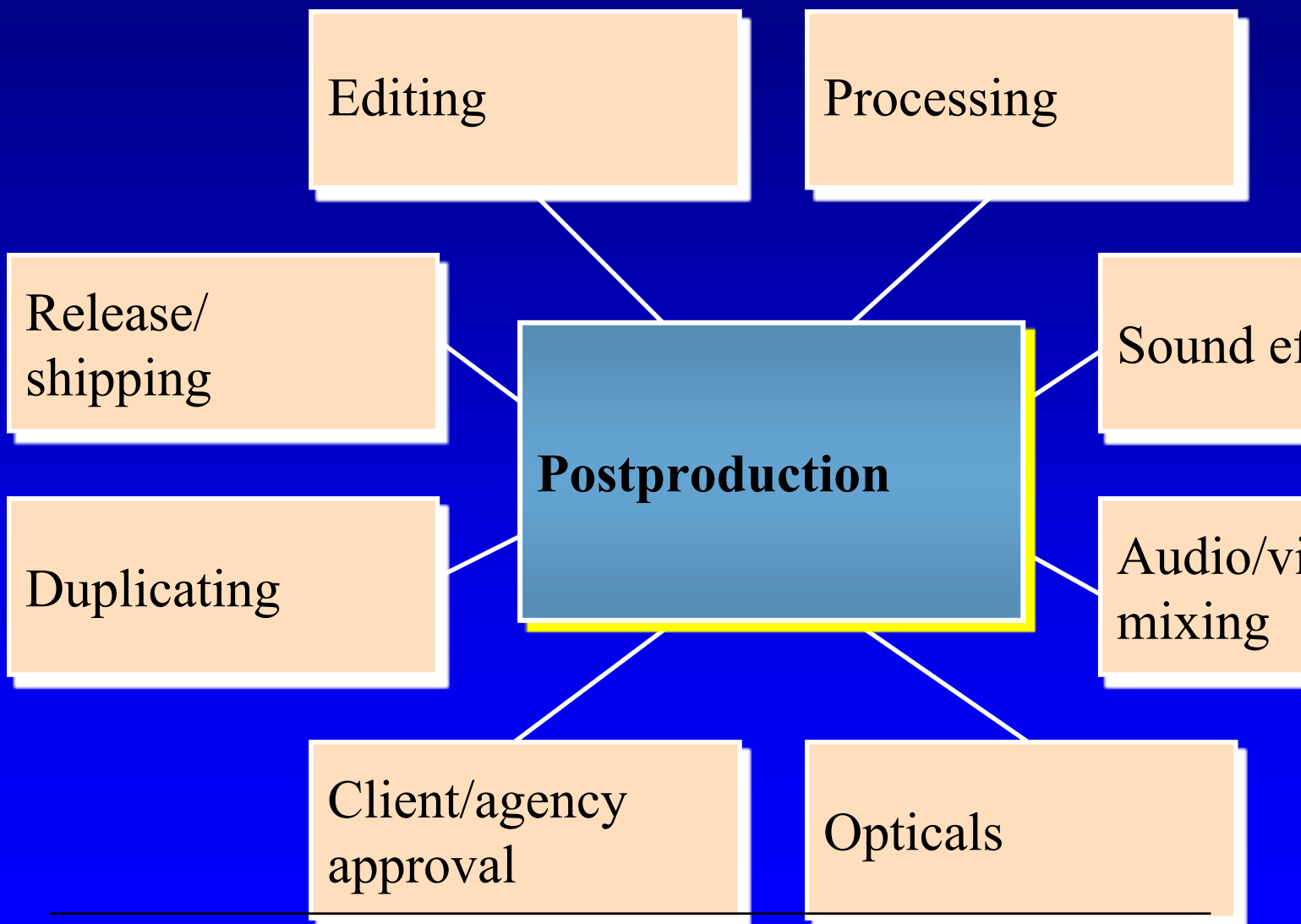
Preproduction Tasks



Production Tasks



Postproduction Tasks



Evaluation Guidelines for Creative Output

Consistent with brand's marketing objectives?

Consistent with brand's advertising objectives?

Consistent with creative strategy, objectives?

Does it communicate what it's supposed to?

Approach appropriate to target audience?

Communicate clear, convincing message?

Does execution overwhelm the message?

Appropriate to the media environment?

Is the advertisement truthful and tasteful?

THANK YOU