

10

Media Planning

“We do not normally plan to fail, we normally fail to plan”

Media planning takes into its purview the objectives, reach, frequency, selection of the media and other situational factors.

Media Planning

Media is a Carrier of Message.

It can be classified as under:

1. Print Media:

Newspaper

Magazines

Trade Journals

Hand Bills

Direct Mail

2. Audio, Visual and Audio-visual Media:

Radio

Television

Cinema

Outdoor Advertising

(Inscriptions on Walls, Hoardings)

3. Support Media: Such as Direct Marketing, Interactive Media, Promotional Product, Point of Purchase and Internet,

Posters

Neon Signs

Transit Advertising

(Railway and other transport system)

Loudspeakers, Announcements, Balloons etc.

Fair Exhibitions, Amusement Parks etc.

Basic Terms and Concepts

Media Vehicle: It is the specific carrier in a media category. Newspaper is a medium and under this is the Pioneer, Times, Dainik Jagran etc. Media vehicle is the actual carrier of advertisement in various category of media. In Radio we have Vividh Bharti as a media for T.V. media we can have Zee TV, Channel V, Star TV etc. as media.

Media Mix: Combination of various media used in advertisement.

Media Planning: Is the series of decision involved in delivering the promotional message to the prospective purchaser/user of the brand. Media planning is a process in which a number of steps are involved. It is a guide for media selection. Specific objectives are formulated and then media strategies are designed to achieve these objectives. After the decisions are finalised the media plan is organized. It consist of 3 steps.

(i) **Whom are you trying to reach?** We try to reach the target audience. We try to find their characteristics, demographic, psychographic, their lifestyles and their profiles.

(ii) **What are communication objectives:** Along with media mix.

Communication Objective

As soon as the target is identified then the response of the audience has to be seen. The ultimate objective is to persuade the customer to buy the product and also be satisfied with it. The marketer may be seeking a cognitive affective or a behavioural response from the target audience. Marketeer also wants to move the target audience to a higher readiness stage. For this the help of various response models can be taken.

Stage	AIDA Model	Hierarchy Affects Model	Innovation Adoption Model	
Cognitive stage	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Recognition ↓ Cognitive response ↓
Affective stage	Interest ↓ Desire ↓	Likeness ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
Behaviour stage	Action	Purchase	Trial Adoption	Behaviour

Fig. 10.1 Response models

(iii) **Exposure:** Audience persuasion goes through various stages as discussed in the AIDA theory given above.

Repeated exposure is essential.

Reach and Frequency

Reach: Total number of persons exposed to advertisement.

Frequency: Is the number of times the Ad is released.

For Newspaper: Milline Rate is applicable.

(a) **Line Rate or Column Rate** $\times 10^6$ = CMP circulation (Total audience cost per million viewers).

(b) **For Magazines:** Cost per thousand is calculated

$$\frac{\text{Page Rate} \times 1000}{\text{Circulation (Total Audience)}} = \text{Cost per Thousand CPT}$$

Media Class-source Effect

Exposures in different media (Newspaper, T.V.) Magazines have varying effects on audience.

Within a media there are different vehicles which leave different impact and may look more credible. This is known as **Media Vehicle Source Effect**. Therefore, for choosing a media., besides the 5 Ms the qualitative impact of media is considered. The image of cheapness, class, dignity, credibility etc. is created.

$$(c) \text{ Cost Per Rating Point CPRP} = \frac{\text{Cost of commercial time}}{\text{Proformance rating}}$$

A Media Schedule Contains

Media Category: T.V. Magazines Direct Mail. Media can be classified under various categories as shown.

Media Vehicle: Chitrahahar on T.V., Times of India in Newspaper Femina in Magazines. It is the actual carrier of message under the various options available frequency specific media category.

Number of Insertions: The number of Ads shown in a day, in a week or in a month or any period of time.

Details: 3 options

Continuous Approach

Time \rightarrow • Sale • Adv.

Pulsing Approach

Where a steady base of Adv. is maintained with heavy bursts of Adv.

Flighting Approach

Having periods of inactivity total absence of Adv. in certain periods.

Continuous Approach

Advantage: It is a constant reminder to the consumer. It covers the entire buying cycle through out the year.

Disadvantage: It is costly. There is wastage in overexposure. Limited money allocation is possible.

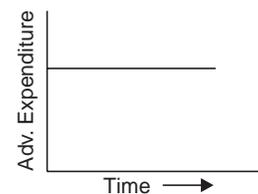


Fig. 10.2

Pulsing Approach

In this there are two variations.

- (a) When the advertising goes in proportional to sale
- (b) When more advertising is done in lean periods and less advertising during peak sales.

The advantages are the same in other methods.

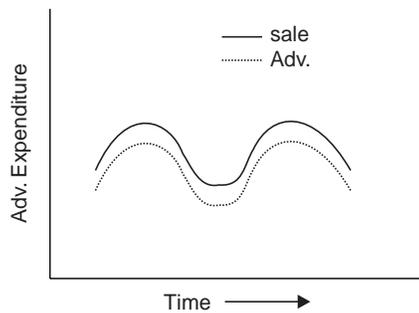


Fig. 10.3

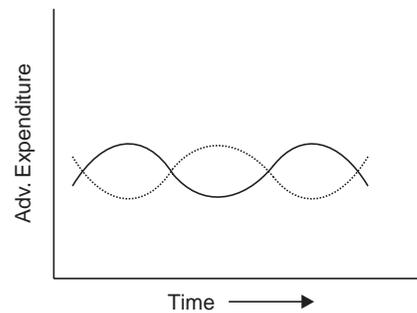


Fig. 10.4

Flighting Approach

For products who have a small product life cycles. The advertising is done in the beginning and the sales picks up very fast and then it declines very fast. During the decline period there is very little or no advertisement. The product stays, in the market for a short period of time.

Effect of Reach and Frequency

One exposure on target market has little or no effect.

Since one exposure has no effect frequency must be increased.

An exposure frequency of 2 within a purchase cycle is effective.

3 exposures are good enough more exposures than that may not have additional effect.

Frequency response cannot be generalised as they vary from medium to medium.

Wear out may be a problem of creativity or copy rather than of frequency.

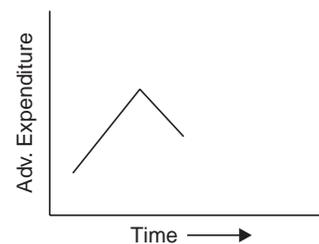


Fig. 10.5

Steps followed in developing media strategy:

Situation analysis → Marketing strategy plan → Creative strategy plan

(a) **An analysis of the company and its competitors:** This consists of analysing and understanding the market share and size, nature of the product, distribution practices methods of selling, use of advertising, identification of prospects.

(b) **Market strategy plan:** *“Nothing dies faster than an idea in a closed mind”.*

- (i) It includes the formulation of marketing objectives.

(ii) And converting them into goal that media can achieve.

(iii) Set the guidelines to choose the media.

(iv) Selecting the media. This is concerned with the making of decision which media to select.

The selection can be from amongst the Newspapers, Magazines, Radio, T.V. After selecting the medium the appropriate Media Vehicle is to be decided. The decision has to be taken regarding the reach and frequency. The time of the day when the advertisement is to be released on T.V. and where should the Ad be placed in the programme.

Besides the above, the product spending strategy, distribution strategy, deciding the marketing mix and their identification of the best marketing segments form a part of marketing strategy plan.

(e) Creative strategy plan: This consists of understanding the following issues:

- How the product can fulfill the needs of the consumer.
- What should be the copy themes.
- What should be the objectives of each Ad.
- Positioning the product in the Ad and the frequency of reach of the Ad.



CHEVROLET

 For a special journey
 called life.

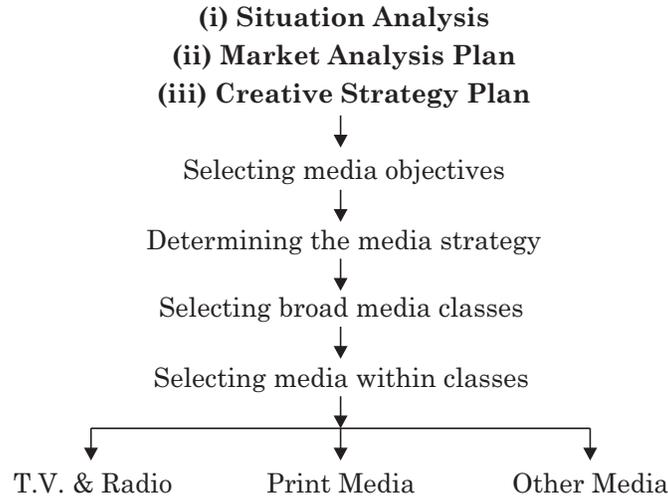
**INTRODUCING THE CHEVROLET TAVERA.
 THE COMFORTABLE FAMILY CAR.**



Comfort makes the journey special. The new Chevrolet Tavera is designed to make every moment on the road an absolute delight. Everything, right from the generous cabin space and lavish cooling, to a sophisticated suspension and thoughtful storage spaces, comes together to make your drive seamless. Sure, it is a little indulgent. But then your family is well worth it.

Fig. 10.6 Fulfilling the comfort need

Media Planning



Print Media

In this the decision on release of advertisements and their planning and frequency is to be decided.

- Decision on colour.
- Decision on any preferred position in the media
- Reach and frequency of the Ad through the media.

Other Media Decision

- Location of hoardings to make them effective and location of market.
- Media Characteristics:

<i>Media</i>	<i>Advantages</i>	<i>Disadvantages</i>
T.V.	Mass coverage High speed Impact of sight Sound and motion High prestige Dramatisation of message Attention getting favourable image	Low selectivity Expensive Short message life Clutter
Radio	Local coverage Comparatively low cost High frequency Flexible low production cost Well-segmented audience	Audio only Clutter Low attention getting Fleeting message

(Contd....)

Newspapers	High coverage Low cost Placement of Ads in section of choice Timely (Current Ads) Reader control exposure Can be retained and kept in records	Short life Clutter Selective reader exposure Poor quality of production Low attention getting capability
Magazines	Segmentation Potential Quality reproduction High information Content	Long lead time for Ad placement Visual only Lack of flexibility
Outdoor	Location can be specific Easily noticed High repetition In expensive	Short exposure Legal restriction
Direct Mail	High selectivity Reader control Exposure High information contents Opportunities for repeat exposure	High cost per contact Poor image (Junk Mail) Clutter
Internet and Interactive Media	User selects product information Interactive relationship Direct selling Potential Flexible message platform	Limited creative capabilities Crowded access Technology limitation Few valid measurement techniques Limited reach

For testing the advertisement it is necessary to understand the specific objective setting purpose and how can these be measured. For measuring the effectiveness of the Ad. It is necessary to consider the changes that may have taken place in the environment due to demand, supply and buyer behaviour. First of all the **corporate objective** are set which gives direction to **marketing objects** and the **advertising objectives** are derived from the marketing objectives. These must be in tune with each other. For measuring the advertising effectiveness. Parameters as sales market share and profits are used. It is difficult to set the advertising objectives because sales do not fully reflect the effectiveness of advertising results. The inability to identify target audience. There is inadequate information about media and its reach. It is also difficult to state objectives in achievable terms.

The purpose of advertising may first be *defined*, then the development of advertising goals. A normal basis of evaluation of an advertising programme should be kept in mind and then to check and take the corrective action.

Areas of Assessment of Effectiveness

- Firstly a continuous analysis of the past advertising results must be assessed to provide the basis for reviewing and modifying the advertisement.
- A survey of buyer behaviour and consumer preferences are helpful in developing and making changes in the strategy.
- The third area is the pretesting of the advertisement. The pretesting of the advertisement gives an idea of the acceptance of the advertisement and its impact on the audience. It gives a foresight into the future and qualitative and quantitative evaluation of the media is also required. In the post testing of the advertisement. The results are measured after the Ad has been released. The pretesting and posttesting are complementary and support each other. To be able to make a good advertisement, one should be in search of new ideas. This can be done by Brainstorming techniques. Getting and putting the idea of people together, trying new creative approaches and themes. Product ideas, brand names, slogans and other elements should be included in the advertisement. These then can be evaluated.

Concept testing: Is also an important element of evaluation. It is a central idea around which the advertisement can be developed. “Boost is the secret of my energy.” The advertisement shows and depicts energy also boost is a creative idea. This is coupled with the image of a great sportsman like Kapil Dev who is credible and the hero of many. Lyril soap is another example of creative advertisement where the girl having a bath near a water fall and the advertisement depicts lime. and Lemony image. It depicts freshness.

Comparison tests are also used when testing various concepts on small groups. Rank order tests when products are ranked along certain parameters. We also have paired comparison tests where respondents show their preference out of 2 products, their performance and characteristics. Absolute comparison method involves the comparison of various concepts against a standard Free Association Tests are conducted to pick-up secondary association to names or key words. The respondents give one word like cotton and they are asked to give the first idea that comes to their minds or what can they associate the word with.

The designer of the advertisement can effectively use the background setting functional settings etc. The visual elements are the moving pictures which emphasize the message. Present celebrities whenever required, use humorous and dramatic effects. Another important element is the *animation*. These things interest the ladies, the children and people also have time to watch T.V.

Other tests are as under:

Laboratory test:

This test is for pretesting of the advertisement. Controlled conditions are created in the laboratory. Laboratory tests are used to measured awareness, attention, desire and intention to buy.

Questions

1. What are the various types of media available for advertising.
2. Explain the terms—Media, media vehicle reach, frequency, media class source effect.
3. In case of advertising expenses what is continuous approaches, flighting approach, pulsing approach.
4. What are the steps followed in developing a Media Strategy.