

Patna University

College of Arts & Crafts, e-content

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Media planning

Media planning or Media research (a department of advertising agencies) are responsible for advising clients on the most effective media for putting across their messages to target audience at minimal cost.

Media planning is generally outsourced to a media agency and entails sourcing and selecting optimal media platforms for a client's brand or product to use.

- ❖ Media Planning is the selection of appropriate media or a combination of various media for the diffusion of an ad messages.
- ❖ The job of media planning is to determine the best combination of media to achieve the marketing campaign objectives.
- ❖ The department, therefore, keep track of developments on the various mass media so that they conduct "media planning on a scientific basis.

What are Media?

“The media are the instruments or conveyances used to carry ad messages.” Thus we have “Print media” such as newspapers and magazines, the “Broadcast Media” such as radio and television, and “Non-broadcast media such as video and cable and cinema. These three kinds of media are sometimes termed as” the mass media” or technological media. Then there are the “outdoor media” such as hoarding, posters and banners, and transit media such as trains, buses, and other form of public transports.

In the process of planning, the media planner needs to answer questions such as:

- How many of the audience can be reached through the various media?
- On which media (and ad vehicles) should the ads be placed?
- How frequent should the ads be placed?
- How much money should be spent in each medium?

Media planning’s major steps include:

- 1. Targeting: Does the ad need to reach everybody or only a selected group of consumers? Must the ad reach people in a wide area? Then mass media, like newspaper and radio, might work.
- 2-Environmental scan: If the target market is a select group in a defined geographic area, then direct mail could be best.

- 3-Understanding the audience,
- 4-Determination of content,
- 5-Control

Advertising media includes

- Social (Facebook, Twitter, Instagram, Pinterest, etc.)
- Television (TVC, television commercial) : The biggest of course and that which reaches the most people is television
 - Regular television, which is typically free and broadcast over the airwaves, has been around since the 1920's and really took off in the 1950's because of new programming and the availability of cheaper tv's.
 - Cable TV which is different market by market and is paid for on a monthly basis started in the 1940's and really took off in the 1980's. It allows for all kinds of new programming, that generates small but unique audiences.

The next wave is

- Digital television (Dish TV and interactive via Digital Video Recorders (DVRs) where it automatically records a program for later watching. It will get to the point where you can have an internet connection on screen in the corner of the program and when an ad comes on you can click on it and order the product without interruption in the program.
- Radio (AM,FM,XM,Pandora,Spotify) :

- It used to be big broadcast networks but now it is very local, with local advertisers filling the airwaves. There are 2 types of over the airwave broadcasts
- The oldest is Amplitude modulation (AM), which is easily blocked by buildings, and has poorer quality – typically this is talk and news programming
- The newest is Frequency modulation (FM) which can be heard most anywhere like in a parking garage. It has higher quality – and is typically music programming
- The next wave is satellite radio that can reach anywhere with 100's of stations for every interest. Very narrow in it's reach to specific audiences.

Newspapers :

- This is the true community media: it delivers news, information and entertainment content on multiple levels in multiple sections.
- There has been a consolidation among newspapers, but they have expanded their reach to consumers in other areas such as online versions of the paper and door to door mailings for their advertisers
- There also has been a trend for alternative and niche (small) market papers, very small markets such as student newspaper on campus
- New technology developments in newspapers now allow

- Neighborhood zoning – poly-bagged inserts, that can deliver a sample product, such as coffee or cereals along with the newspaper each morning
- Their internet site – now allows the consumer to receive all the news that’s fit for THEM, not their neighbor or roommate etc.

Magazines (consumer and trade) :

There are more titles today, some are even International.. Time mag is published in multi- languages around the world

- There is growth in the niche (specialty) publications, such as home improvement, skateboarding, hiking etc. that meet every interest of consumers .

There are new developments in

- e-zines, internet publication and distribution channels which is basically an online magazine customized just for the consumer and their specific interests
 - new also is custom publishing • Corporations publish their own magazine for their consumers - Kraft Foods “food & family” magazine! Only talks about their products – no other advertisers are allowed
 - There are graffiti murals on buildings, what looks like art or graffiti is really an ad
 - Advertisers are increasingly willing to follow the audience to whatever venue they participate in. Could be an ad on a ski lift or a sidewalk on a popular avenue.
- Outdoor billboards

- Ambient experiential
- Public transportation
- Direct Media (DM)
- Digital advertising (such as web-based, mobile and mobile applications)
- Search Engine Marketing (SEM, keyword marketing in search engines)
 - Specialty advertising (on items such as matchbooks, pencils, calendars, telephone pads, shopping bags)
- Other media (catalogs, samples, leaflets, brochures, newsletter)

Factors to consider when comparing various advertising media

- Reach-expressed as a percentage, reach is the number of individuals (or homes) to expose the product to through media scheduled over a period of time.
- Frequency- using specific media, how many times, on average, should the individuals in the target audience be exposed to the advertising message? It takes an average of *three or more exposures* to an advertising message before consumers take action. Frequency is important because it takes a while to build up awareness and breakthrough the consumer's selection process. Repetition is the key word here. For frequency, it is better to advertise regularly in

small spaces than it is to have a one-time expensive advertising extravaganza.

- Cost per thousand (used in print media)-How much will it cost to reach a thousand prospective customers (a method used in comparing print media)? To determine a publication's cost per thousand, also known as CPM, divide the cost of the advertising by the publication's circulation in thousands.
- Cost per point (used in broadcast media) –how much will it cost to buy one rating point they our target audience, a method used in comparing broadcast media. One rating point equals 1 percent of the target audience. Divide the cost of the schedule being considered by the number of rating points it delivers.
- Impact-does the medium in question offer full opportunities for appealing to the appropriate senses, such as sight and hearing, in its graphic design and production quality?
- Selectivity-to what degree can the message be restricted to those people who are known to be the most logical prospects?