



SCOPE OF MEDIA PLANNING

BIG IDEAS



INTANGIBLES

- Inside Media Experience having sold media for ABC/Scrrips, CBS, FOX/Tribune, and WB/Tribune affiliates.
- Only Principals and top management manage planning and buying.
- Sophisticated and revolutionary modeling processes
- Retail background giving a retail perspective to the media process.

SITUATION ANALYSIS

An analysis of your company and your competitors based on these past and present factors.

1. Market Size/Market Share
2. Sales History, Costs and Profits
3. Distribution Practices/Strategy
4. Selling Methods
5. Use of Advertising. Develop **Parity Standards™** to determine standards
6. Identify Target Demographics/Psychographics
7. Nature of Product/Service
8. Problems & Opportunities
9. Pricing & Packaging
10. Competition (all of the above elements)

Refer to Parity Standard PDF

MARKET STRATEGY

Develop a broad-based plan to solve the marketing problem.

1. Marketing/Sales Objectives
2. Marketing Mix selection
3. Long-Term Objectives
4. Budget
 - a. Research
 - b. Media & Promotion
 - c. Production

Consider any updates to the current Marketing Strategy.

CREATIVE STRATEGY

For a full understanding of the marketing situation, understand the Creative Strategy.

- Positioning: What is the unique, desirable and defensible promise to the customer?
How is this Positioning translated into the advertising messages for TV, radio, print, outdoor, direct mail and web?
Review sample executions
- a. Slogans, headlines, themes
 - b. Supporting copy points
 - c. Graphic standards

QUANTIFY MEDIA OBJECTIVES

Translate Situation Analysis, Market Strategy and Creative Strategy into media goals. Establish guidelines to control the selection and cost of media. Consider various budgeting methods including **Task Objective Method™**

Refer to Task Objective Budgeting Method PDF

COMPETITIVE MEDIA SPENDING

- BAR Report
- Survey of Buying Power
- Standard Rate & Data Service
- Individual market media survey

MEDIA STRATEGY & MEDIA MIX

Based on Quantified Media Objectives, determine the optimum media mix that fulfills the objectives of the media plan. Compare broad classes of media such as television, radio, cable, newspapers, magazines, outdoor, direct mail, internet, etc. Consider intangible pros and cons of each media option.

Our exclusive media models, **InterMedia Comparison™** and **Parity Standard™** allow us to negotiate media rates based on a common standard value relative to all other mediums.

Refer to InterMedia Comparison and Parity Standard PDFs

MEDIA MIX PLAN

Select mediums and establish Cost-Per-Points and Cost-Per-Thousands based on **Parity Standard™** and **InterMedia Comparison™** models.

If television, radio, cable, newspaper, magazine, outdoor, direct mail or internet are recommended, why?

Utilize Qualitative and Quantitative Rankers to determine specific media outlet choices.

Set Parameters

Broadcast (Television, Cable, Radio) - Flight dates, days of week, TRPs, dayparts, reach/frequency goals, stations and programs.

Print (Newspaper, Magazine) - Flight dates, days of week, TRPs, publications, sections, reach/frequency goals and ad sizes.

Outdoor/Direct Mail/Internet (as applicable) - Flight dates, days of week, TRPs/showings, locations, lists, web sites, reach/frequency goals, sizes, color, etc.

Refer to Qualitative Ranker PDF

PLAN EXECUTION

- Send avails to media
- Negotiation
- Value-Added Elements
- Traffic copy
- Establish make-good policy
- Stewardship
- Reconciliation

ADJUST MODEL

Post Analysis: Measure TRP Levels achieved and Cost-Per-Points and Cost-Per-Thousands goals met.

Measure **Value Per Impression™** to determine ROI.

Adjust **Parity Standard™** model for future ROI based on similar media mix.

Refer to Value Per Impression PDF