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## **Media Planning and Strategy**

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# Media Terminology

- **Media Planning** - A series of decisions involving the delivery of messages to audiences.
- **Media Objectives** - Goals to be attained by the media strategy and program.
- **Media Strategy** - Decisions on how the media objectives can be attained.
- **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

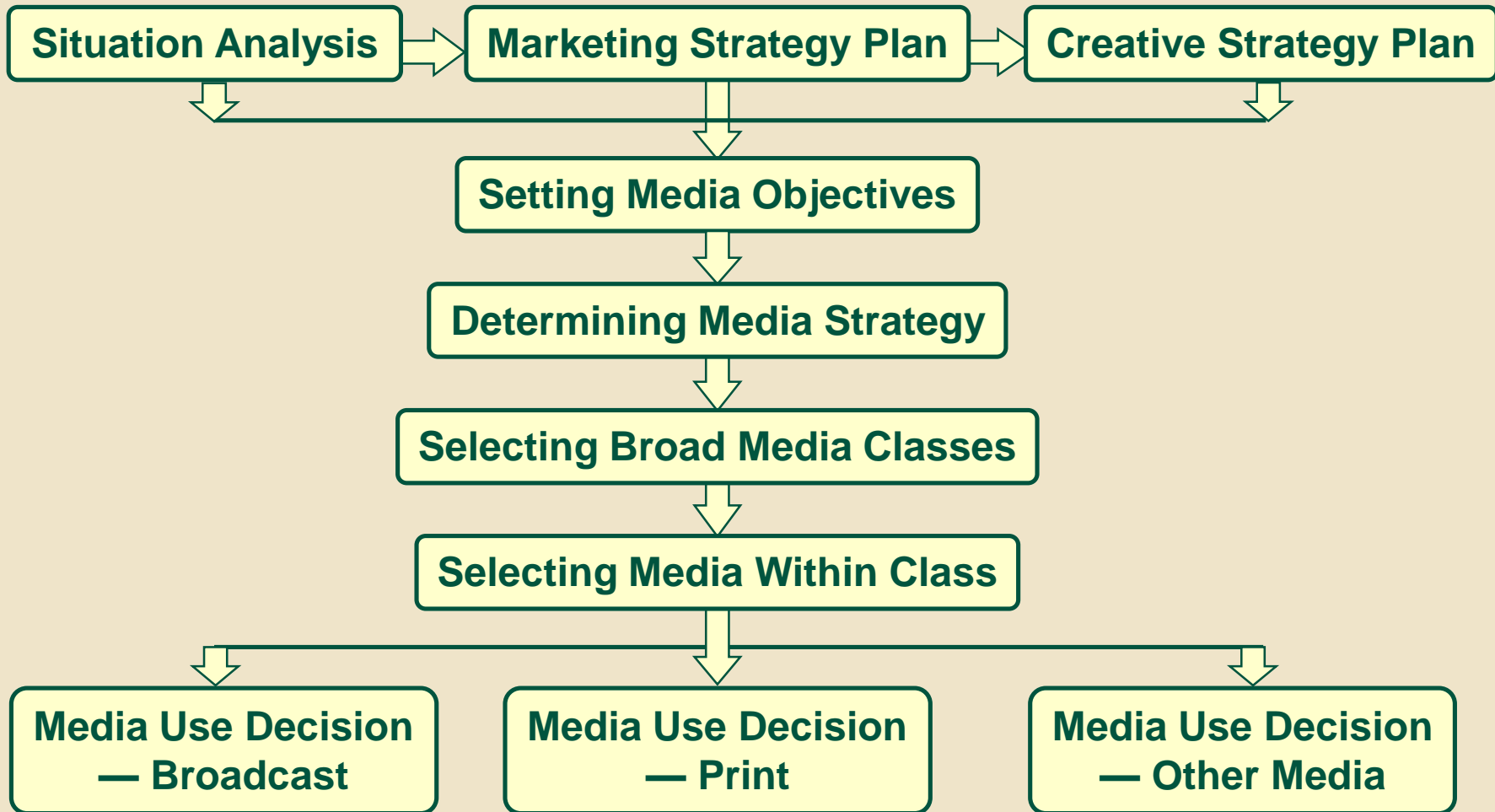
- **Print Media** - Publications such as newspapers and magazines.
- **Media Vehicle** - The specific message carrier, such as the Washington Post or 60 Minutes.
- **Coverage** - The potential audience that might receive the message through the the vehicle.
- **Reach** - The actual number of individual audience members reached at least once by the vehicle in a given period of time.
- **Frequency** - The number of times the receiver is exposed to vehicle in a specific time period.



# Problems in Media Planning

- Lack of information
- Inconsistent terms
- Serious time pressure
- Measurement problems

# Developing the Media Plan



# Developing the Media Plan

**Analyze the Market**

**Establish Media Objectives**

**Develop Media Strategy**

**Implement Media Strategy**

**Evaluate Performance**

# MRI Report on Cell Phone Users

3.1% of all adults purchased a cellular phone in the past year. Of this group, women account for 51.1%; 36.4% graduated from college; 26.0% are age 25 to 34; and 15.1% have \$50,000 to \$59,999 household income. Members of this group are 62% more likely than average adults to have purchased a cellular phone in the past year.

	Population (000)	Percent of Base
Base: All adults	5,863	3.1%
	Percent of Target	Index

# Where to Promote?

## Brand and Category Analysis

### *Brand Development Index*

**BDI =**

Percentage of brand sales to  
total US sales in market

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Percentage of total U.S.  
population in market

**X 100**



# Where to Promote?

## Brand and Category Analysis

### *Category Development Index*

$$\text{CDI} = \left( \frac{\text{Percentage of product category total sales in market}}{\text{Percentage of total U.S. population in market}} \right) \times 100$$

# Brand and Category Analysis

**High BDI**

**Low BDI**

**High CDI**

**High market share  
Good market  
potential**

**Low market share  
Good market  
potential**

**Low CDI**

**High market share  
Monitor for sales  
decline**

**Low market share  
Poor market  
potential**

# Brand and Category Analysis

**High CDI**

## **High BDI**

The market usually represents good sales potential for both the product and the brand.

## **Low BDI**

The product category shows high potential but the brand isn't doing well; the reason should be determined.

**Low CDI**

The category isn't selling well but the brand is; may be a good market in which to advertise but should be monitored for sales decline.

Both the product category and the brand are doing poorly; not likely to be a good place to advertise.



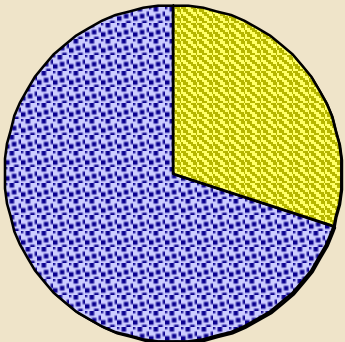
# Media Planning Criteria Considerations

- The media mix
- Target market coverage
- Geographic coverage
- Scheduling
- Reach versus frequency
- Creative aspects and mood
- Flexibility
- Budget considerations

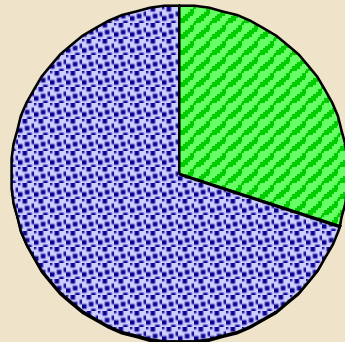
# Target Audience Coverage

- Population excluding target market
- Target market
- Media coverage
- Media overexposure

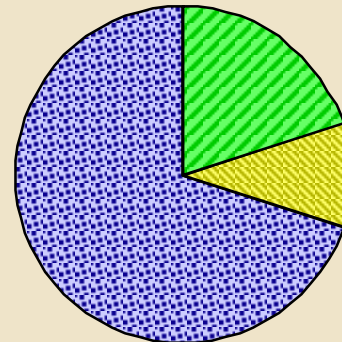
**Target  
Market  
Proportion**



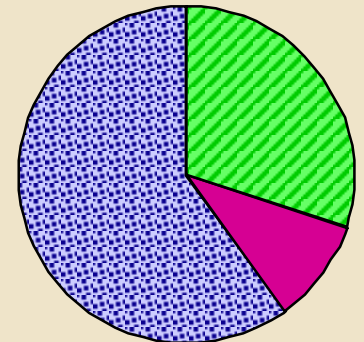
**Full  
Market  
Coverage**



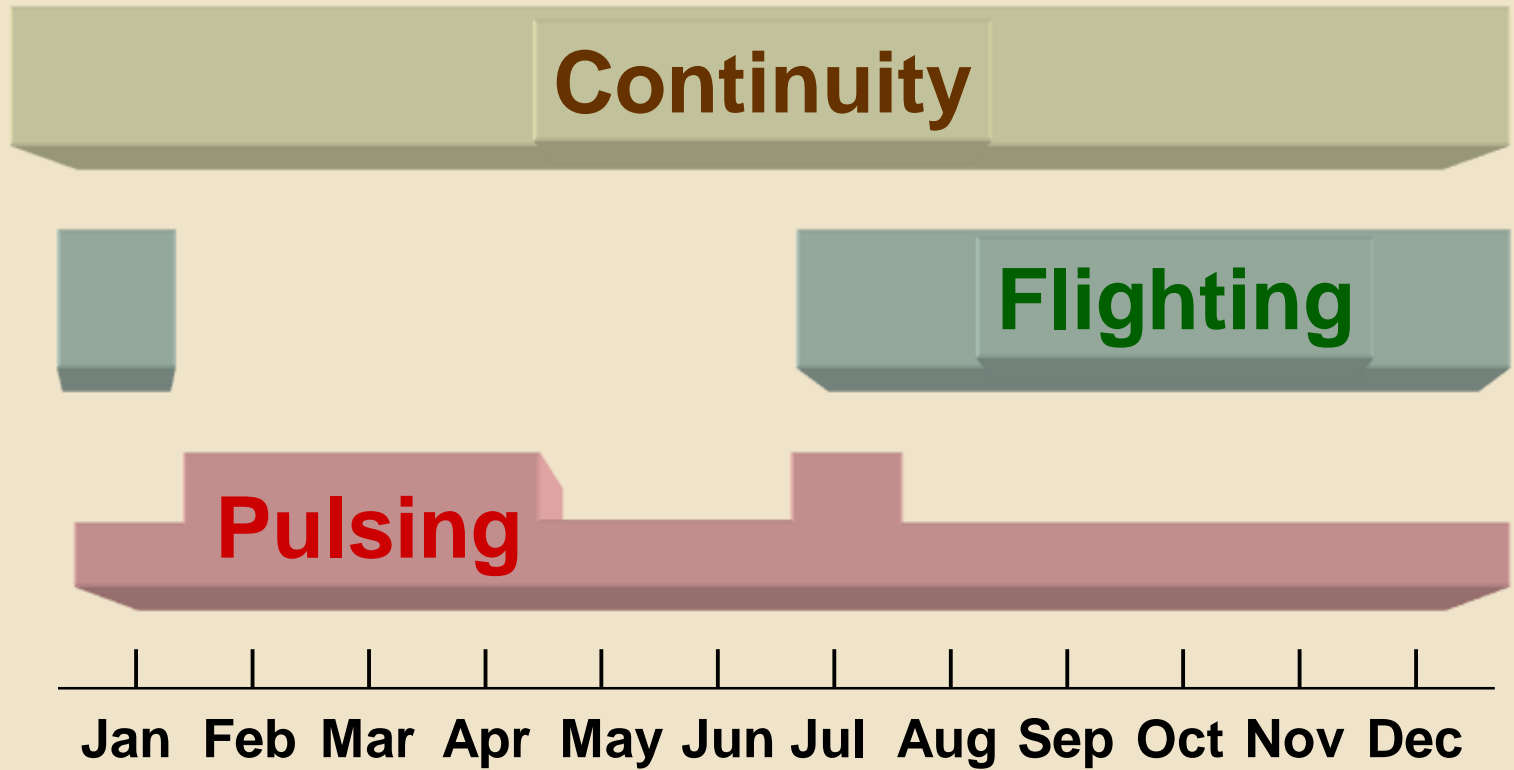
**Partial  
Market  
Coverage**



**Coverage  
Exceeding  
Market**

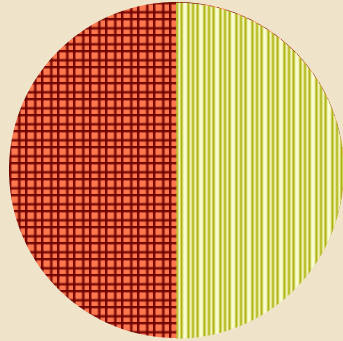


# Three Scheduling Methods



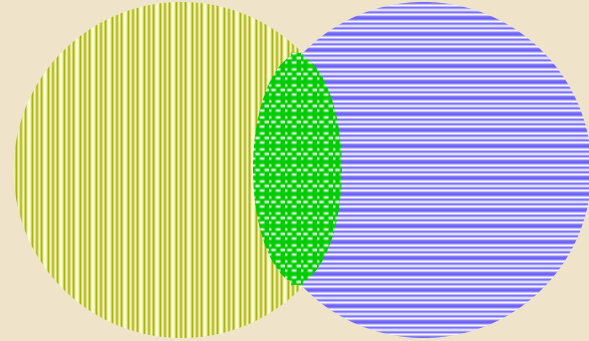
# Reach and Frequency

## Reach of One Program



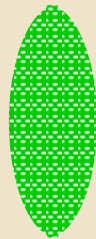
*Total market audience reached*

## Reach of Two Programs



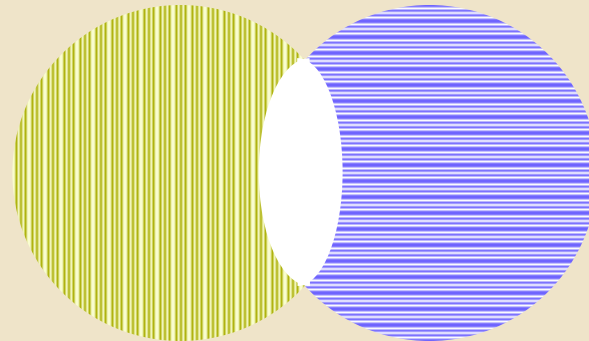
*Total market audience reached*

## Duplicated Reach of Both



*Total reached with both shows*

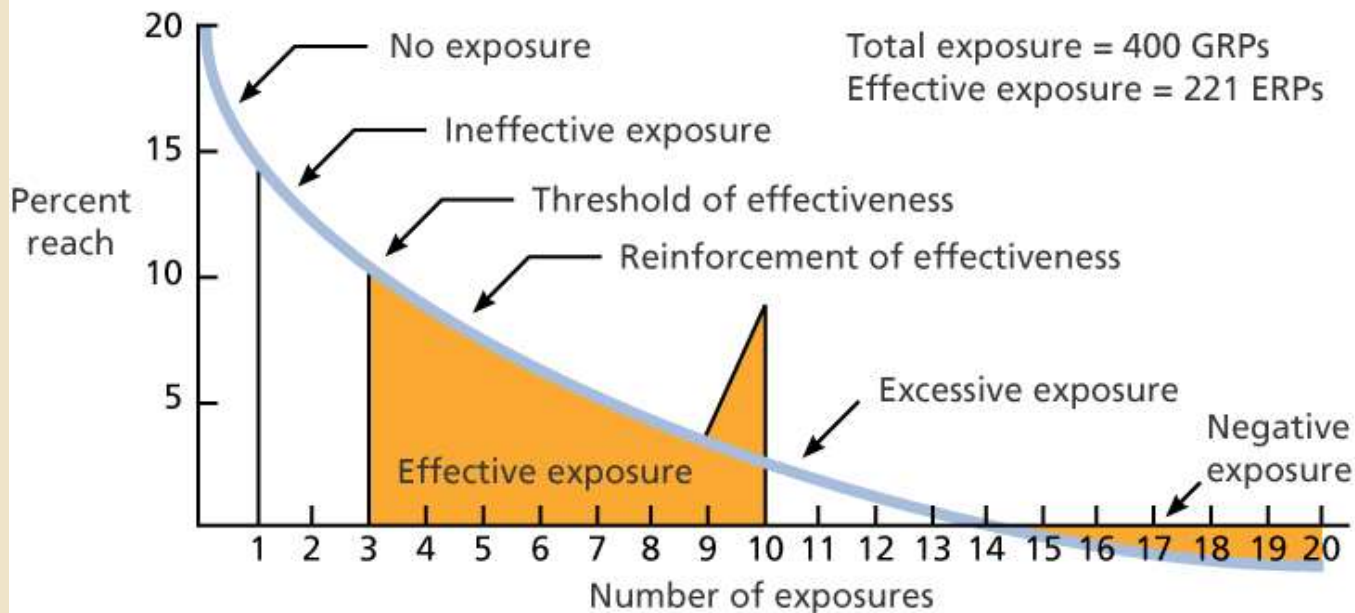
## Unduplicated Reach of Both



*Total reach less duplicate*

# Graph of Effective Reach

Total Exposure versus Effective Exposure  
of a Prime-Time Television Schedule



GRPs = Gross rating points  
ERPs = Effective rating points





# Effects of Reach and Frequency

1. One exposure of an ad to a target group within a purchase cycle has little or no effect in most circumstances.
2. Since one exposure is usually ineffective, the central goal of productive media planning should be to enhance frequency rather than reach.
3. The evidence suggests strongly that an exposure frequency of two within a purchase cycle is an effective level.
4. Beyond three exposures within a brand purchase cycle or over a period of four or even eight weeks, increasing frequency continues to build advertising effectiveness at a decreasing rate but with no evidence of decline.



# Effects of reach and frequency

5. Although there are general principles with respect to frequency of exposure and its relationship to advertising effectiveness, differential effects by brand are equally important
6. Frequency response principles or generalizations do not vary by medium.
7. The data strongly suggest that wearout is not a function of too much frequency. It is more of a creative or copy problem.



# Marketing Factors Important to Determining Frequency

- Brand history
- Brand share
- Brand loyalty
- Purchase cycles
- Usage cycle
- Competitive share of voice
- Target group



# Message or Creative Factors Important to Determining Frequency

- Message complexity
- Message uniqueness
- New vs. continuing campaigns
- Image versus product sell
- Message variation
- Wearout
- Advertising units



# Media Factors Important to Determining Frequency

- Clutter
- Editorial environment
- Attentiveness
- Scheduling
- Number of media used
- Repeat Exposures

# Determining Relative Cost of Media

*Cost per thousand (CPM)*

$$\text{CPM} = \left( \frac{\text{Cost of ad space (absolute cost)}}{\text{Circulation}} \right) \times 1,000$$

# Determining Relative Cost of Media

*Cost per rating point (CPRP)*

$$\text{CPRP} = \left( \frac{\text{Cost of commercial time}}{\text{Program rating}} \right)$$

# Television Characteristics

## ***Advantages***

- Mass coverage
- High reach
- Impact of sight, sound, and motion
- High prestige
- Low cost per exposure
- Attention getting
- Favorable image

## ***Disadvantages***

- Low selectivity
- Short message life
- High absolute cost
- High production costs
- Clutter





# Radio Characteristics

## ***Advantages***

- Local coverage
- Low cost
- High frequency
- Flexible
- Low production costs
- Well-segmented audiences

## ***Disadvantages***

- Audio only
- Clutter
- Low attention getting
- Fleeting message



# Magazines Characteristics

## ***Advantages***

- Segmentation potential
- Quality reproduction
- High information content
- Longevity
- Multiple readers

## ***Disadvantages***

- Long lead time for ad placement
- Visual only
- Lack of flexibility



# Newspapers Characteristics

## ***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 capabilities
- Poor reproduction quality
- Selective reader exposure



# Outdoor Characteristics

## ***Advantages***

- Location specific
- High resolution
- Easily noticed

## ***Disadvantages***

- Short exposure time requires short ad
- Poor image
- Local restrictions



# Direct Mail Characteristics

## ***Advantages***

- High selectivity
- Reader controls exposure
- High information content
- Opportunities for repeat exposures

## ***Disadvantages***

- High cost/contact
- Poor image (junk mail)
- Clutter

## ***Advantages***

- User selects product information
- User attention and involvement
- Interactive relationship
- Direct selling potential
- Flexible message platform

## ***Disadvantages***

- Limited creative capabilities
- Web snarl (crowded access)
- Technology limitations
- Few valid measurement techniques
- Limited reach