Media Planning and Buying

Chapter 11

Chapter Outline

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IV. Media Objectives
V. Media Strategies
VI. A Sample Media Plan for Pizza Hut
VII. Media Buying
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Key Points

• Outline the basic media concepts used by planners and buyers
• Describe the types of information compiled by media researchers
• Analyze how media planners set media objectives
• List the key media strategy decisions
• Identify the responsibility of media buyers
The Aperture Concept

- The goal of the media planner is to expose the target audience to the message at the critical point when the consumer is receptive to the brand message.

Video Snippet
How Ogilvy & Mather uses media to get consumers to remember the brand.

Archipelago:
Adweek’s Media Plan of The Year

The Media Plan

- A written document that summarizes the objectives and strategies pertinent to the placement of a company’s advertising messages.

Figure 11.1 – The Components of a Media Plan
The Central Role of Media Research

Media Objectives

- Exposure
- Gross Ratings Points
- Reach
- Frequency
  - Average frequency
  - Frequency distribution
  - Effective frequency

MRI: Demographic, Product Usage, and Internet Research
Media Strategies

- Strategies are designed to deliver on the media objectives, to deliver the right level of exposure in terms of reach and frequency

Target Audience Strategies

- Media use
- Geography
- Consumption patterns

Changes In Consumer Media Use (2001-2003)
Media Mix Selection

- Using a variety of media to get your message out to customers
- Media selection is based on message needs

WF of R: Buying Space and Time

Consumer Attitudes and Advertising Spending
Cost Efficiency

- Cost per thousand (CPM): Cost of message unit \( \times \) 1,000 Gross Impressions
- Cost per point (CPP): Cost of message unit Program or issue rating

Scheduling Strategies

- Timing strategies
  - Duration: How long
  - Continuity: How often

A Sample Media Plan for Pizza Hut
A Sample Media Plan for Pizza Hut

- Situation and Consumer Analysis
- Media Objectives and Aperture Strategies
- The Media Mix
- The Flowchart: Scheduling and Budgeting Allocation

Figure 11.8 – Pizza Hut Media Plan

Figure 11.9 – Pizza Hut TV and Internet Media Strategies
Media Buying

- Buying is a complicated process
- The American Association of Advertising Agencies (AAAA) lists no fewer than 21 elements in the authorization for a media buy
Media Planning Changes and Challenges

- Unbundling media buying and planning
- Online media buying
- New forms of media research needed

Answering the Challenge of Measuring Media

Discussion Questions
Discussion Question 1

• The Pioneer account has accepted your recommendation for 10 one-page insertions (10 issues) in a magazine known as the Illustrated Press.
• Your total target audience is 30 million people. The magazine reaches an estimated 3 million of your target audience per month, or, we could say, a 10 percent rating per issue. The cost per page of the publication is $20,000.
  – What is the total GRP delivered by this schedule?
  – What are the CPM and the CPP?

Discussion Question 2

• If you were doing a frequency analysis composed of two magazines, a radio network schedule, and a national newspaper, would you rather use the average frequency procedure or a frequency distribution analysis?
• Explain your choice.

Discussion Question 3

• Explain why media planners try to balance reach, frequency, and continuity of proposed media schedules.
• What considerations go into this decision?
Discussion Question 4

• You have just begun a new job as a media planner for a new automobile model from General Motors.
• The planning sequence will begin in four months, and our media director asks you what data and information you need from the media research department.
  – What sources should you request?
  – How will you use each of these sources in the planning function?

Discussion Question 5

• The marketing management of McDonald’s restaurants has asked you to analyze the aperture opportunity for its breakfast entrees.
  – What kind of analysis would you present to management?
  – What recommendations could you make that would expand the restaurant’s nontraditional, as well as traditional, media opportunities?

Discussion Question 6

• Your client is a major distributor of movies on DVD. Its early media plan for magazines has been settled and you are in negotiation when you learn that a top publishing company is about to launch a new magazine dedicated to movie fans and video collectors.
• There is no valid way to predict how the magazine will be accepted by the public. Worse, there won’t be solid research on readership for at least a year.
Discussion Question 6 (continued)

• The sales representative offers a low charter page rate if the advertiser agrees to appear in each of the first year’s 12 issues. To use it, you will have to remove one of the established magazines from your list.
  – Is the risk worthwhile?
  – Should you bother the client with this information, considering that the plan is already set?
  – The new magazine will also be available online. Should you take advantage of this opportunity?
  – Make some recommendations to your client and explain your reasoning.