

Class 9: Media Characteristics & Planning


INTEGRATED MARKETING COMMUNICATIONS

IMC





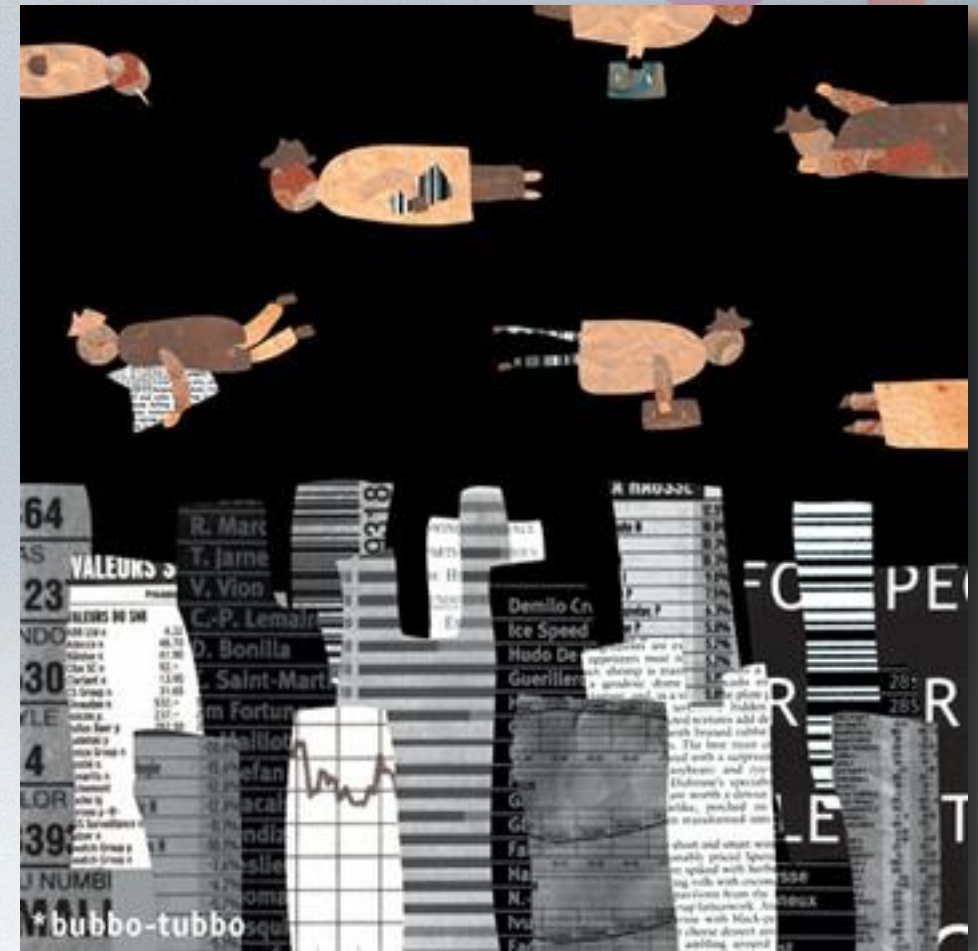
Content

- 
- What is media?
 - Media Classifications
 - Types of Media
 - Media Planning Steps

What is 'media'?

Umbrella term that includes all types of print, broadcast, out-of-home, and interactive communication

All channels that carry brand messages.



The media is a bridge that connects organizations to consumers.



Media Exposure



Media Exposure: the number of people who see, read, or hear a medium

* **Media exposure** does not guarantee **message exposure**

Media Classifications

Media can be classified by **reach** and **characteristic**.

Mass Media

vehicles reaching the mass (large diverse audience)

VS

Niche Media

vehicles focusing on a defined group who share a characteristic

Interactive Media

allow both customers and company to send-receive messages

i.e. personal selling, telephone

VS

Addressable Media

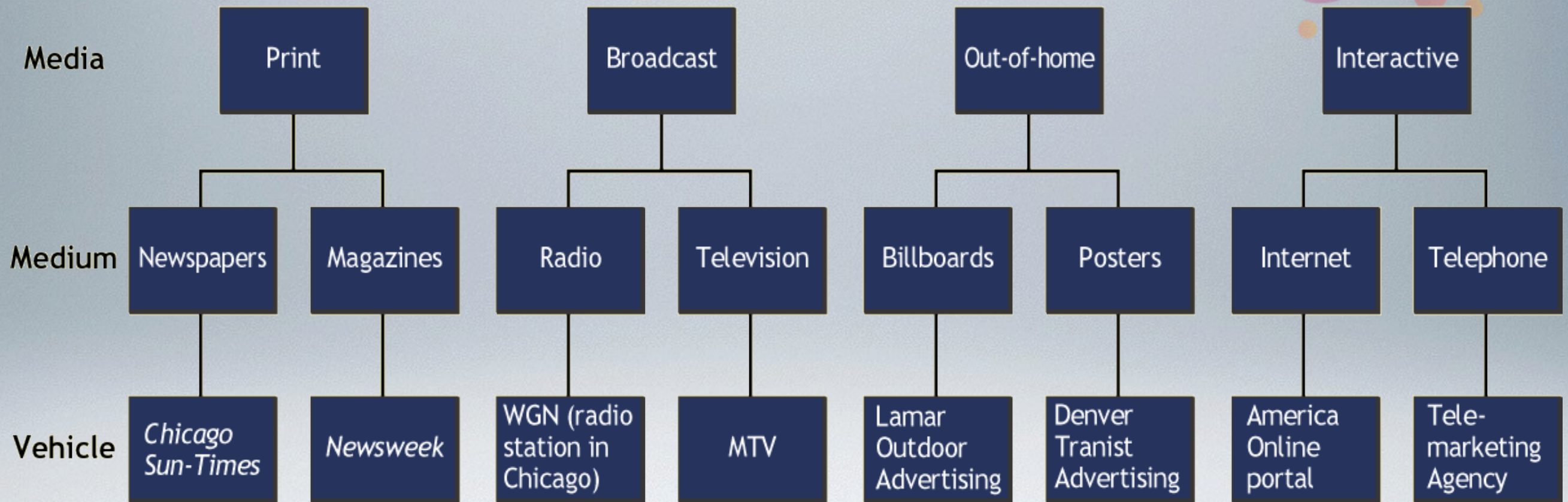
carry messages to identifiable customers

i.e. mail, fax, email



Media Classifications

Media Classifications



Main Media

Print Media

Broadcast Media

Out-of-home Media

Print Advertisement



Volkswagon edible print ad!

inserts
displays
classifieds
whatever can be printed.

Print Advertisement



Axa mixed print ad with online interactivity

Broadcast Audience Measurement

Radio



TV



Rating Points:

1 Rating Point = 1 %

... of a communication vehicle's coverage area that has been exposed to a broadcast program

*i.e. World Cup Champions League
has 25% national rating... means
25% of Thai households were
tuned in*

Radio Promotions

5 Ways to Advertise on the Radio

**-brand mentions
by DJs**

ON AIR

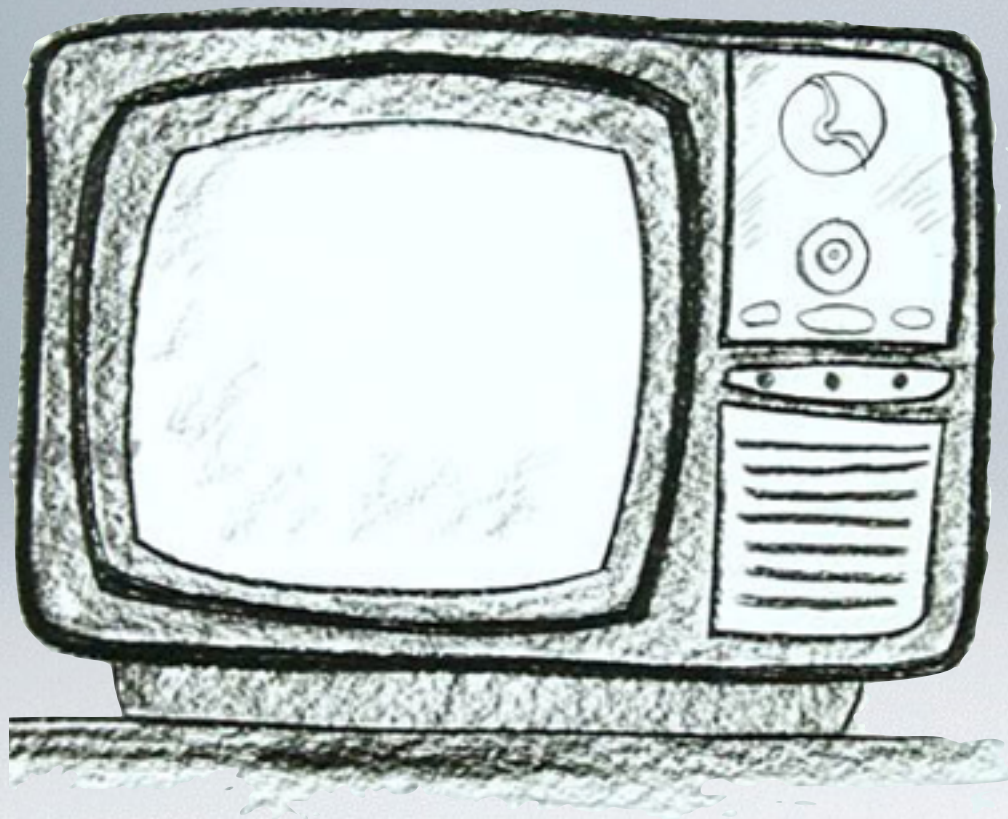
**-10, 30, 60 sec. spots
(commercials)**

**-on-air promotions
(brand giveaways)**

**-event sponsorships
(concerts, festivals, etc)**

**-remote broadcasts at
the brand's location
(i.e. promotional
events, major sales)**

TV Promotions



-network/ national spot

-local spot/ cable

-syndicated

-infomercial

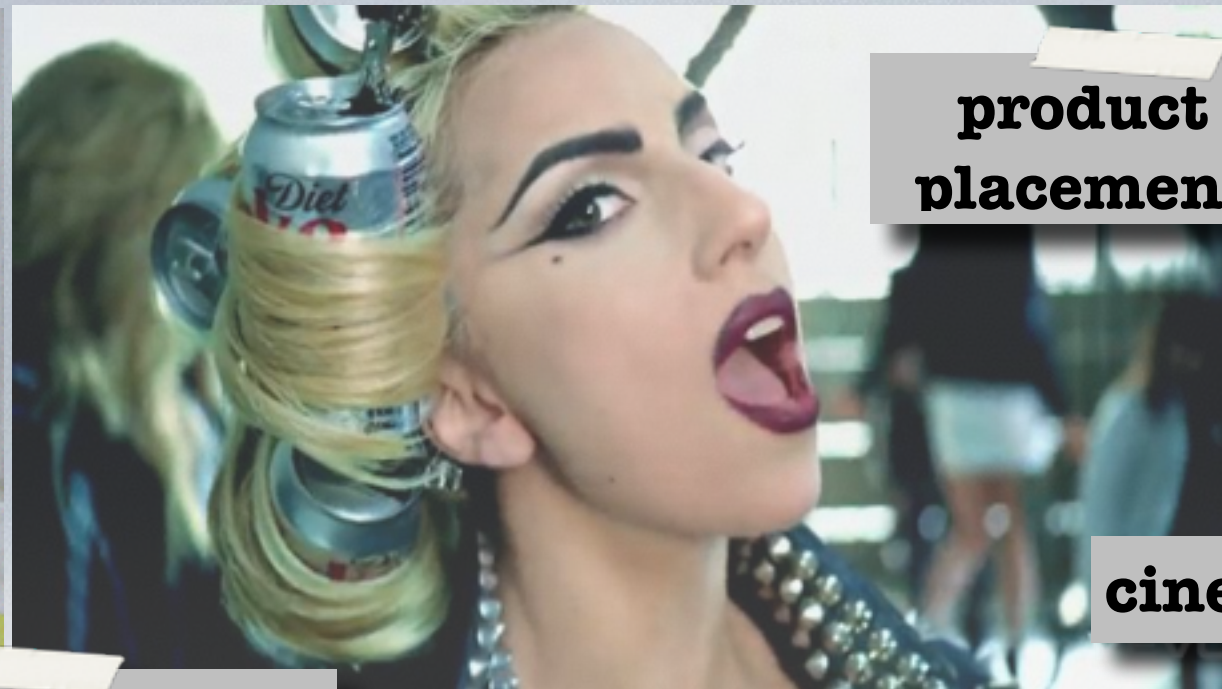


Out-of-home Media

Communication vehicles that the target audience sees or uses away from home



**nontraditional
media**



**product
placement**



cinema & video



outdoor





NOTE: Miniature soccer goals were placed on green urinal deodorizer blocks in several pubs. Moth balls were placed in front of the miniature soccer goals. A sign on the wall above the urinal says: "Soccer is good anywhere, but it is much better on ESPN channels".

Out-of-home Media

**product
placement**





Media Planning

Media Planning

A process for determining the most cost-effective mix of media for achieving media objectives.

Goal: maximize impact
while minimizing cost



Media research

analyzing target
audience & media options

Media planning

process of developing a
good media plan

Media buying

execution of a media plan



4 Steps in Media Planning

Step 4: Determine media scheduling

Step 3: Determine media strategies

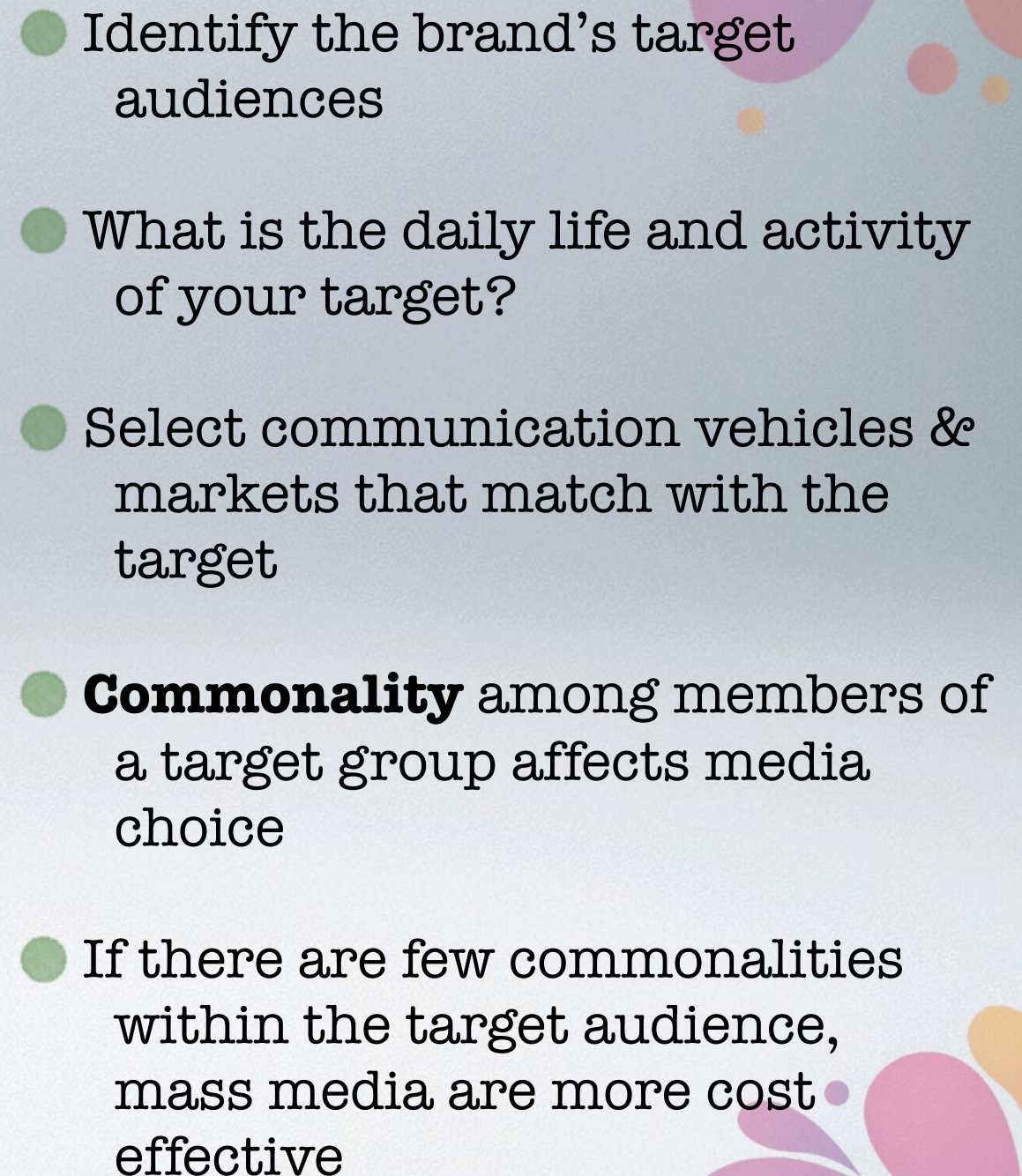
Step 2: Determine media objectives

Step 1: Media Targeting





Step 1: Media Targeting



Step 2: Determine" Media Objectives

- Media Objectives: how a company will expose customers to brand messages so that they can impact customers' thinking, feelings, and actions
- **2 variables: reach & frequency**
- **Reach:** measures **breadth** of delivery message
- **Frequency:** measures **depth** of delivery message



Reach, Frequency, GRPs

R

> < F

- Reach: percentage of audience who have been exposed to a media vehicle within a specified period of time
 - *with large and wide target audience... ideal goal = 100% reach i.e. through mass media (TV, newspaper...)

- Frequency: average number of times the reached audience are exposed to a brand message within a specified period of time
 - *repeat your brand messages in the same media category or vehicles i.e. BTS, internet banners, magazines, etc.

= gross rating points

GPRs indicate the weight of a media plan.
The more GPRs, the more weight the plan has.

Reach x Frequency = Gross Rating Points
(GRPs)

GRPS = weight of your media plan!

Reach, Frequency, GRPs

Print Example

50 reach x 5 inserts = 250 GRPs

6 rating x 5 frequency = 30 GRPs

Broadcast Example



Step 3: Determining Media Strategies

- Media strategies: how you will accomplish your objectives
- Main consideration: *type of product*
- Determining the media mix: Which media to use? How much of each?

Media Weighting

-reach x frequency

Media Concentration

-concentrated mix= greater frequency at the expense of reach

Message Considerations

-simple vs complex

Media Environment

IMC Media Mix Factors

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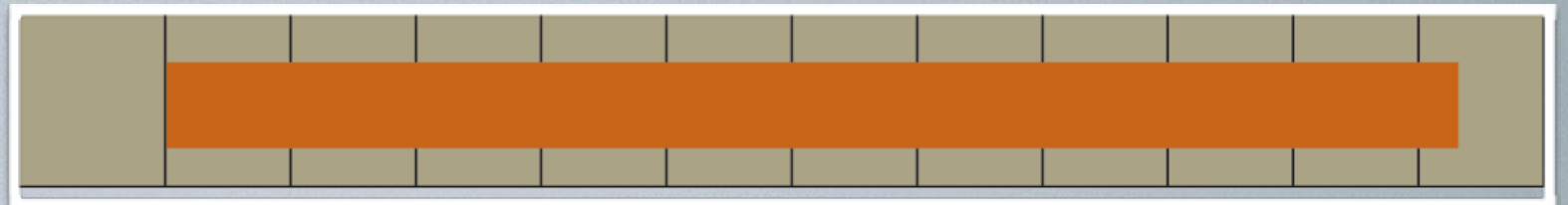


Step 4: Determine" Media Scheduling



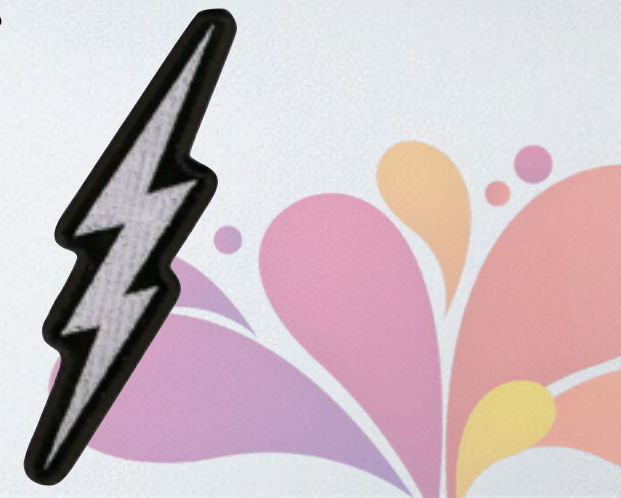
- **Flighting:** scheduling strategies in which planned messages run in intermittent periods

- **Continuous scheduling:** placing media throughout the year with equal weight in each month



- **Pulsing:** strategy that provides a “floor” of media support throughout the year and periodic increases (flighting + continuous)

- **Blitz:** strategy that uses a very fast, intensive, and focused marketing campaign so that as many people see the product/brand in that short period of time (used for new product/s businesses)





Sample Media Schedule

[illegible]

Final Note: "

Media use must be integrated
with product/ business/
consumer.