MEDIA PLANNING

Media Objectives

- **REACH**: The total # of people or households exposed to an ad schedule during a given time period (usually 4 weeks); expressed as a % of the total potentially exposed

Ex. A radio station has 60,000 potential listeners and 20,000 hear a commercial
20,000/60,000 = 33% or 33

FREQUENCY: # of exposures to the same message each HH supposedly receives

AVG. FREQUENCY: Total exposures for all HH/ # people reached

Ex. 100,000 people are potentially exposed to an advertising message. If 30,000 HH see an ad 5X and 20,000 HH see an ad 6X, then:
Avg FREQ = $\frac{(30,000 \times 5) + (20,000 \times 6)}{50,000}$

= 5.4

IMPRESSIONS: Same as total exposures

GRPs: Gross Rating Points (the weight of the media schedule)
GRP = REACH x FREQUENCY
(reach is expressed as a %)

Ex. 100,000 people are potentially exposed to 10 ads and 50,000 people see the ads on the avg. of 5.4 times
50,000/100,000 X 5.4
= 50 X 5.4 = 270 GRPs

1000 GRPs:

Reach X Frequency
50 X 20 = 1000   100 X 10 = 1000
20 X 50 = 1000   33.3 X 33.3 = 1000

When should you go for greater reach?
When should you go for greater frequency?

GREATER REACH:

- Message is simple and easily understood
- Goal is to generate awareness
- Goal is to target new consumers
- New product aimed at large, broad audience
- Product is newsworthy

GREATER FREQUENCY:

- Goal is comprehension or retention
- Message is more complex
- Target audience is narrowly defined
- Competitor is using high frequency
- Direct response is needed
- Need action in a limited time
- Brand isn't distinctive

CONTINUITY: Length of time a media schedule will run and whether it will be continuous or periodic

Continuity Patterns:
   Continuous – spreading your advertising out evenly throughout the campaign
   Flighting – alternating periods of advertising and then no advertising
   Pulsing – varying the intensity of advertising throughout the campaign (combines the two above)

	Continuous	Flighting	Pulsing
Jan.	$1	$2	$1.50
Feb.	$1	0	$ .50
Mar.	$1	$2	$1.50
Apr.	$1	0	$ .50
May	$1	$2	$1.50
June	$1	0	$ .50
Total	$6	$6	$6

Consider Media Choices in Terms of:

- Reach needed
- Selectivity – geographic and audience
- Flexibility – lead time needed
- Impact
- Frequency possibilities
- Efficiency – CPM, TCPM, CPRP
- Competitors' Strategy

Cost Considerations

GOAL: Maximize exposure to the greatest number of the right people at the lowest possible cost

CPM (Magazines and Newspapers)
 - evaluation of cost relative to the audience reached
        Ex. Unit cost X 1000
           # of prospects reached

Ex. Cost of a full page ad is $5,000
     Circulation is 1,250,000
     What is the CPM?

$$\frac{\$5,000 \times 1,000}{1,250,000} = \$4 \text{ CPM}$$

TCPM: the relative cost of reaching one's target audience (eg. Cost of reaching only males rather than the whole audience)

CPRP – Cost per rating point

CPRP = $\dfrac{\text{Cost of ad unit}}{\text{Rating}}$

Ex. Cost of ad unit (30 sec. Ad) = $5,000
Program's ratings: 20

CPRP = $\dfrac{5,000}{20}$ = $250

Print Media

Circulation: the # of copies of an average issue that will be distributed

Readership: the # of people who actually see a copy (includes pass along readers)
Ex. 100,000 circulation
3 readers per copy
Readership = 100,000 X 3 = 300,000

Broadcast Media

Rating: % of TV homes delivered to an advertiser (based on the # of homes with TVs)
Ex. 100,000 homes with TVs
20,000 sets tuned to Friends
Ratings = 20,000/100,000 = 20%
GRPs: # rating points for program in which the ad appears X Frequency the ad runs (10 X 4 = 40 GRPs)

Share: how well a program performs against other shows in the same time period on a certain day (based on the # of sets in use)
Ex. 20,000 sets are tuned to NBC at 8:00 on Thursday night, 50,000 sets are turned on at that time, and there are 100,000 homes with TVs in the market
Share = 20,000/50,000 = 40 (NBC)

HUT: Homes using television at a particular time (expressed as a % of all TV homes)

HUT differs from RATINGS because it combines all viewing rather than specific program viewing

HUT = 50,000/100,000 = 50

HUT X SHARE = RATINGS