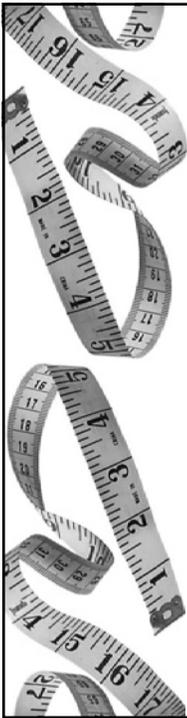


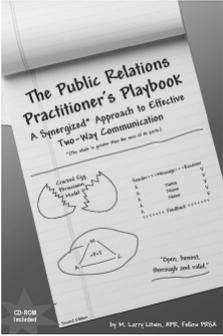
Media Planning and Buying

M. Larry Litwin, APR, Fellow PRSA
 [Portions from *Advertising Principles & Practices*]

Rowan University 
 11-1

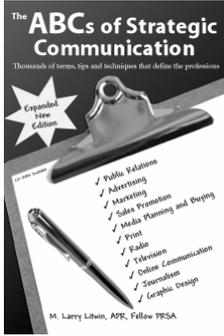


Taken from...



The Public Relations Practitioner's Playbook
 A Synthesized Approach to Effective Two-Way Communication

© 2008 Rowan University
 by M. Larry Litwin, APR, Fellow PRSA



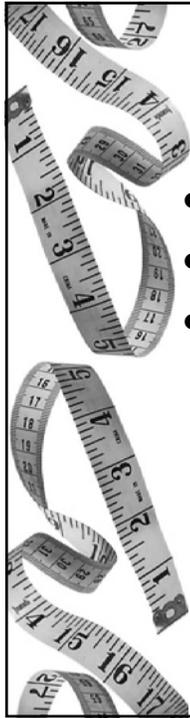
The ABCs of Strategic Communication
 Thousands of terms, tips and techniques that define the profession

Expanded New Edition

- ✓ Public Relations
- ✓ Advertising
- ✓ Marketing
- ✓ Sales Promotion
- ✓ Media Planning and Buying
- ✓ Print
- ✓ Radio
- ✓ Television
- ✓ Online Communication
- ✓ Sponsorship
- ✓ Graphic Design

M. Larry Litwin, APR, Fellow PRSA

Rowan University 
 11-2



Advertising Principles & Practices

- William Wells
- John Burnett
- Sandra Moriarty

Rowan University

11-3

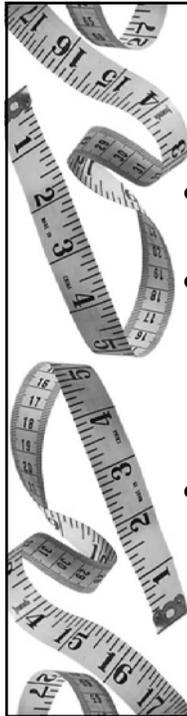


Five Major Media

- Print
- Broadcast
- Internet
- Face-to-Face
- Special Events

Rowan University

11-4



Defining Modern Advertising

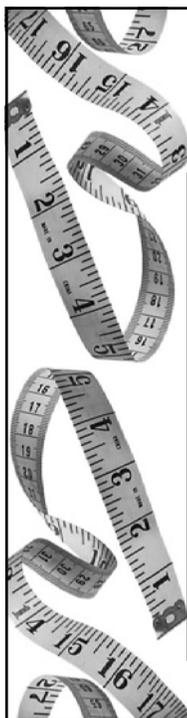
- Paid persuasive communication
- Uses *non*personal mass media to reach broad audiences
- Connects an identified sponsor with a target audience



1170244 Digital Vision Direct info@digitalvision.com



11-5

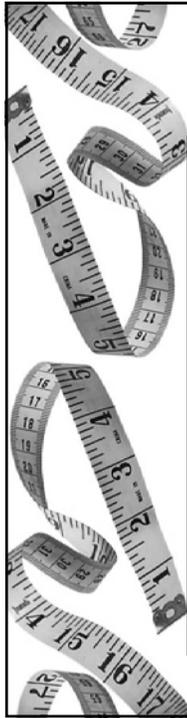


Six Basic Components

1. Paid
2. Non-personal communication
3. Sponsor is identified
4. Using mass media
5. Tries to persuade or influence
6. Reaches large audience



11-6



Advertising Defined

Paid, non-personal communication from an identified sponsor, using mass media to persuade or influence an audience.



11-7



Public Relations 101

- Management and ***counseling*** function
- Enables organizations to build and maintain ***relationships***
- Through an understanding of audience attitudes, opinions and values
- ***Planned, deliberate*** and ***two-way***
- ***Conscience*** of organization
- Overseer of brand/***reputation***
- ***Relationship*** management



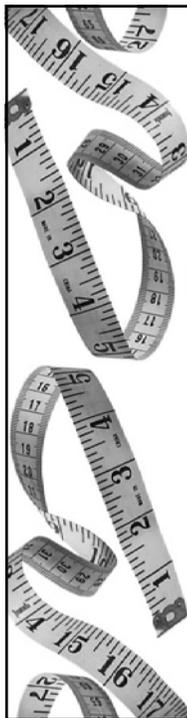
11-8



Advertising 101

- Paid
- Non-personal communication
- From identified sponsor
- Using mass media
- To persuade or influence
- Audience

(Paid – Controlled)



Marketing 101

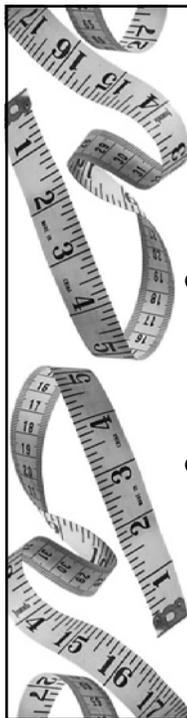
Determine what people need (and want) and give it to them.





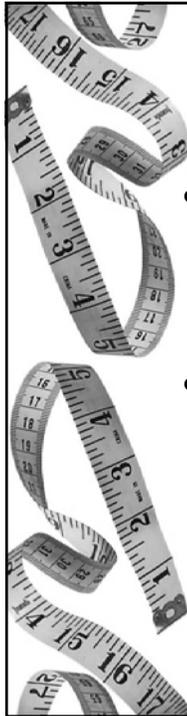
Marketing

- The exchange of goods and services from manufacturer to consumer.
- Strategies that employ the various elements of the marketing mix to achieve marketing objectives.



Marketing Mix – IMC

- A plan that identifies the most effective combination of promotional activities (IMC).
- The goal is to achieve synergy.



Media Mix Selection

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



11-13



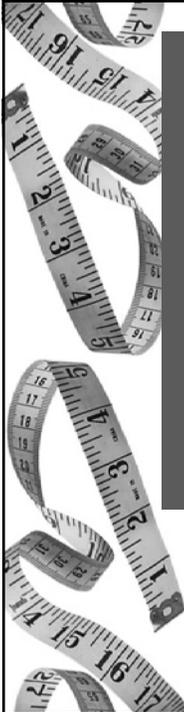
Synergy's Parts

- Advertising
- (Sales) Promotion*
- Public Relations*
- Direct Marketing
- Cause Marketing
- Sponsorship (Partnering) Marketing
- Positioning (Place)*
- Personal Selling*
- Price*
- Product itself*
- Packaging*
- Policy*
- Politics*
- Mind Share (Brainstorming – Intellectual Property)
- Brand Identity
- Interactive

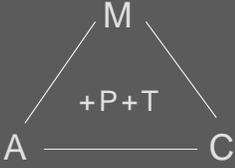
* Litwin's 9 Ps of Marketing



11-14

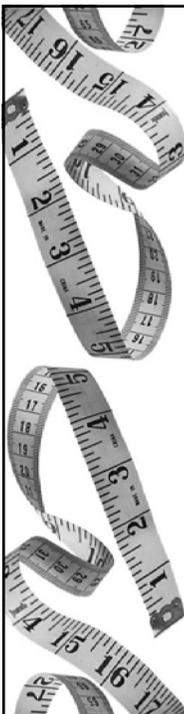


MAC Triad

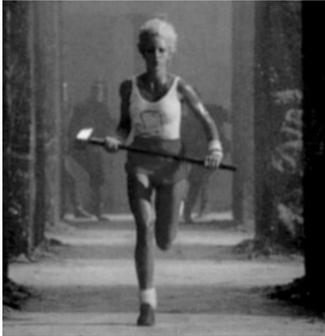


M=Message A=Audience C=Channel
P=Purpose T=Timing

Rowan University
11-15

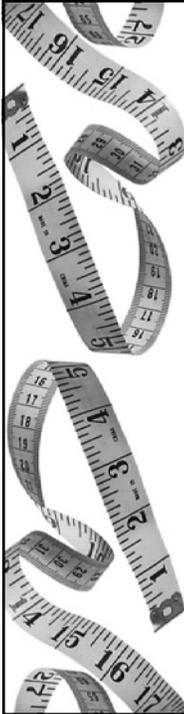


Execution



- Effective ads adhere to the highest production values in the industry
- Clients demand the best production the budget allows

Rowan University
11-16



The Functions of Marketing

- Builds awareness of products and brands
- Creates a brand image
- Provides product and brand information
- Persuades people
- Provides incentives to take action
- Provides brand reminders
- Reinforces past purchases and brand experiences

11-17



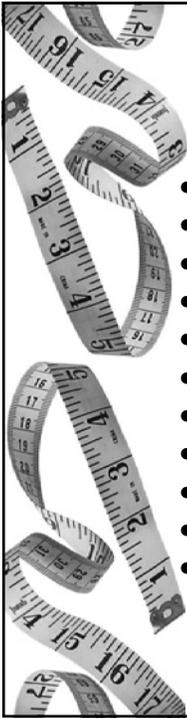
Full-Service Agency

Major Functions

- Account Management
- Creative Services
- Research
- **Media Planning and Buying**

Rowan
University

11-18



11 Types of Advertising

- Brand
- Retail or Local
- Directory
- Direct-Response
- Business-to-Business
- Corporate
- Institutional (Product)
- Recruitment
- Political
- Issue (Advocacy)
- Public Service (Charity/Non-profit)

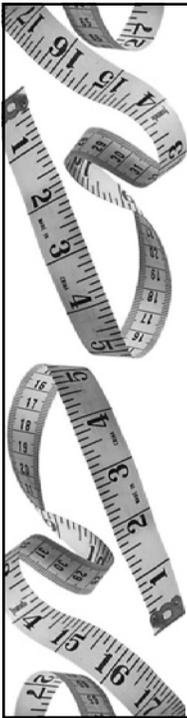


"Our child has leukemia." The most devastating news a parent could hear. It needs to mean there's no little chance of survival. Now, 40 percent of kids diagnosed with leukemia not only survive - they lead normal lives. That's "New" breakthrough medicines, discovered and developed by pharmaceutical companies, researchers, have given many leukemia patients and their parents a second chance. The new medicines our researchers are discovering are giving families hope - and patients a chance to live again.

America's Pharmaceutical Companies
Leading the way

Rowan University

11-19



24 Advertising Mechanisms or Techniques

- Co-op
- Per Inquiry
- Tie-in
- Piggyback
- Competitor
- Product Placement
- Silent Publicity
- Advertorial
- Infomercial
- Endorsement
- Testimonial
- Informational



"Our child has leukemia." The most devastating news a parent could hear. It needs to mean there's no little chance of survival. Now, 40 percent of kids diagnosed with leukemia not only survive - they lead normal lives. That's "New" breakthrough medicines, discovered and developed by pharmaceutical companies, researchers, have given many leukemia patients and their parents a second chance. The new medicines our researchers are discovering are giving families hope - and patients a chance to live again.

America's Pharmaceutical Companies
Leading the way

Rowan University

11-20

24 Advertising Mechanisms or Techniques (more)

- Partnering
- Co-authoring
- Co-branding
- Cause-Related Marketing
- Interactive
- Scent/Aroma Marketing
- Virtual
- Specialty
- Street Marketing
- Viral Marketing (Word of Mouth)
- Promotainment
- House (Promo)



"Our child has leukemia." The most devastating news a parent could hear. It used to mean there was little chance of survival. Now, 40 percent of kids diagnosed with leukemia not only survive - they lead normal lives. How? New breakthrough medicines, discovered and developed by pharmaceutical company researchers, have given many leukemia patients and their parents a second chance. The new medicines our researchers are discovering are giving families hope - and patients a chance to grow up again.



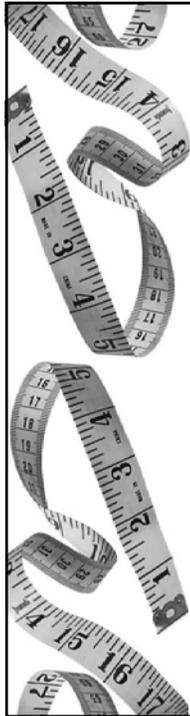
11-21

What Makes an Ad Effective?

1. Gets *your* attention
2. Delivers the message
3. Creates an impression for a product or brand
4. Influences people to respond
5. Separates the product or brand from the competition



11-22

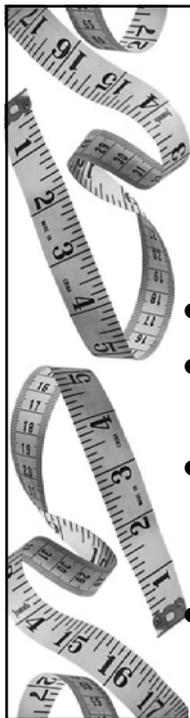


Key Players

- Advertiser
- Agency
- Media
- Supplier/Vendor
- Target Audiences

Rowan University

11-23

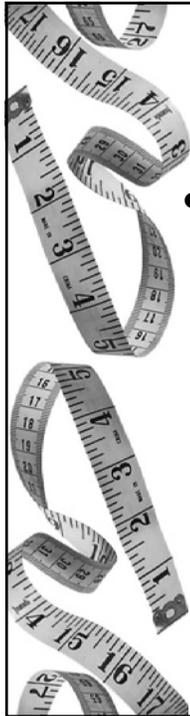


Why Hire an Agency?

Hiring an agency can result in several benefits:

- Offer objective advice
- Draw on the collective experience and training of its staff
- Provide people and management skills to accomplish advertising objectives
- Provide supportive environment for professional advice

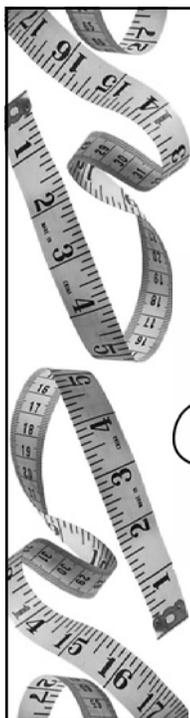
11-24



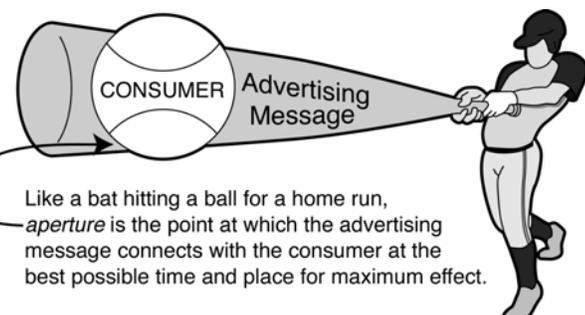
The Aperture Concept

- 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

Rowan University
11-25

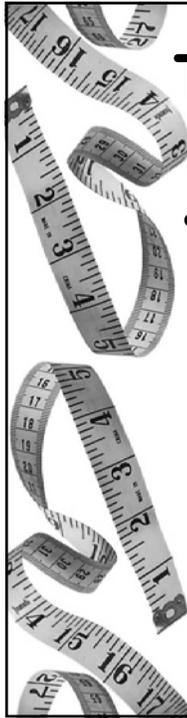


Aperture Concept in Media Planning



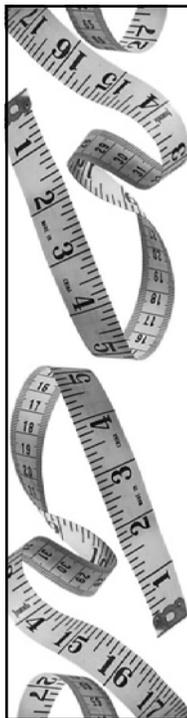
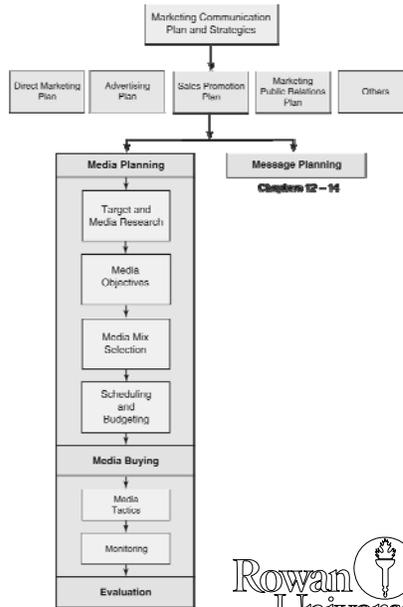
Like a bat hitting a ball for a home run, *aperture* is the point at which the advertising message connects with the consumer at the best possible time and place for maximum effect.

Rowan University
11-26

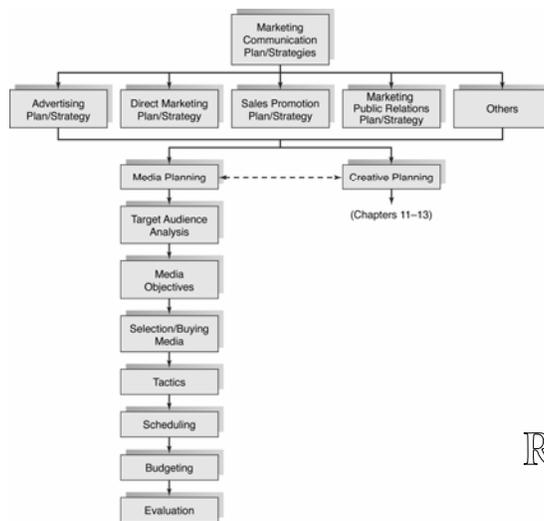


The Media Plan

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



The Media Planning Process



Creative Brief

Creative Brief

Project name _____ Title _____ Date _____

Participants: _____

Objectives: _____

Timeline: _____

Primary Audience Demographic: _____

Primary Audience Benefit: _____

Current Behavior: _____

Desired Behavior: _____

Call to Action: _____

Tone: _____

Key messages: _____

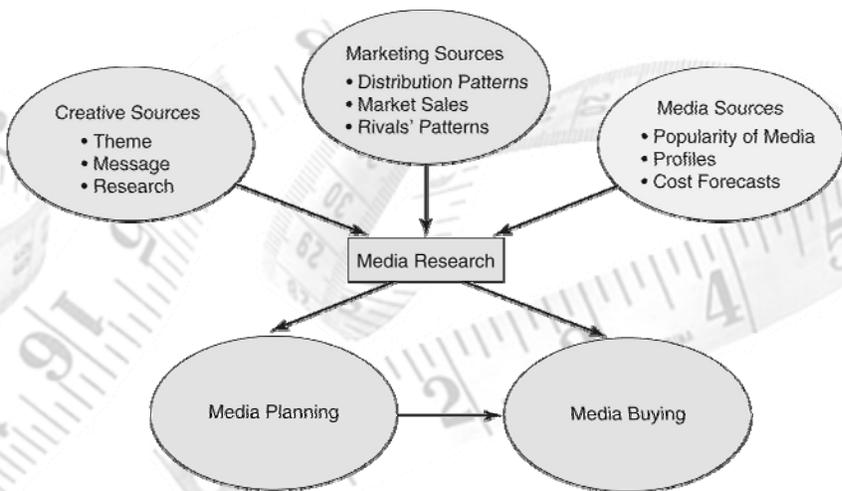
Secondary messages: _____

Approved responses or tags:

Brief	Concept(s)	Details	Finals
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Source: Marketing 2 Sample Only

The Central Role of Media Research



Media Objectives

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



11-31

Media Strategies

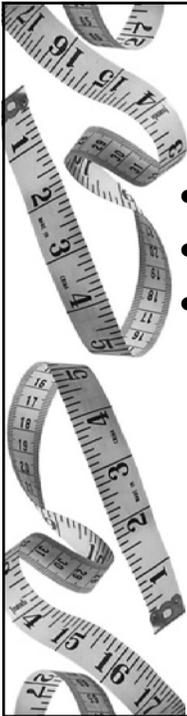
- Strategies are designed to deliver on the media objectives, to deliver the right level of exposure in terms of reach and frequency



11-32

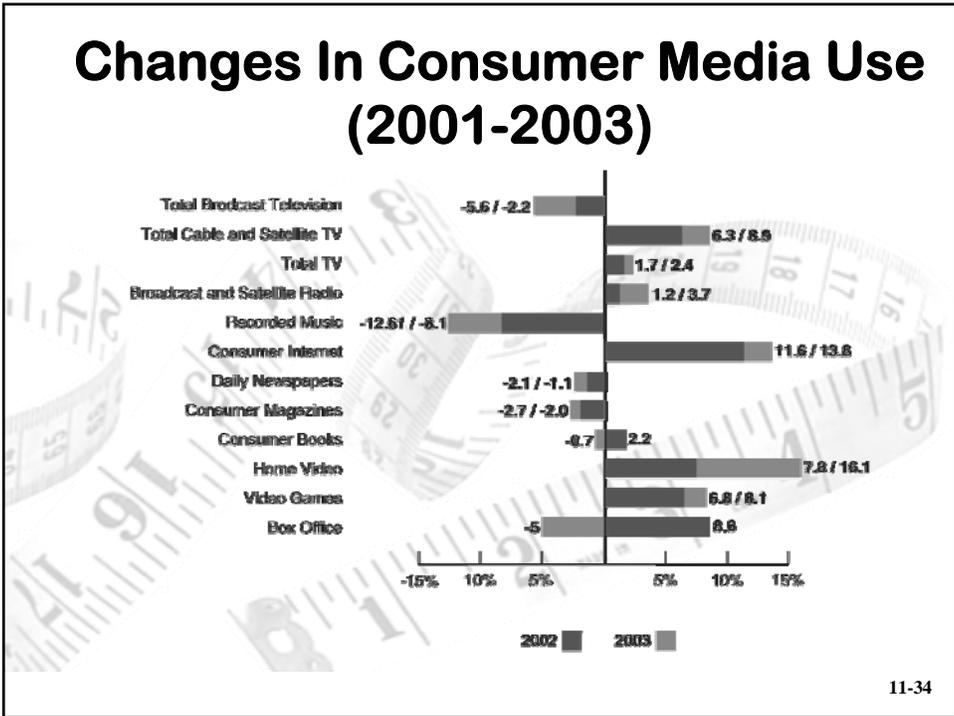
Target Audience Strategies

- Media use
- Geography
- Consumption patterns



11-33



WF of R: Buying Space and Time

Address: http://www.wfor.com/mediacenter.htm

View Introduction

About WfoR • News • Services • The System • Our People • Our Clients • Contact

It's about time...
A NATIONAL MEDIA AGENCY

PROVIDING

- reporting
- planning
- buying
- analyzing
- tracking

FOR

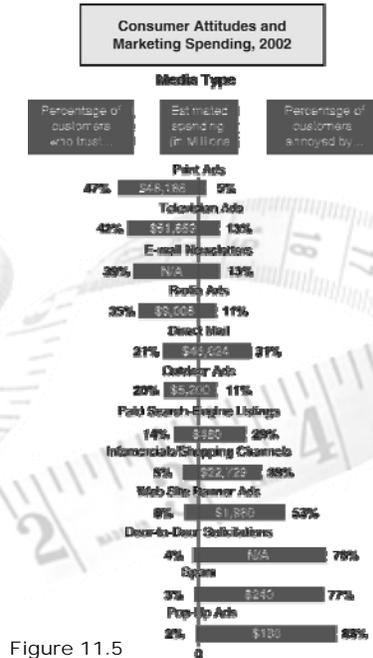
TELEVISION, RADIO, PRINT & OUTDOOR

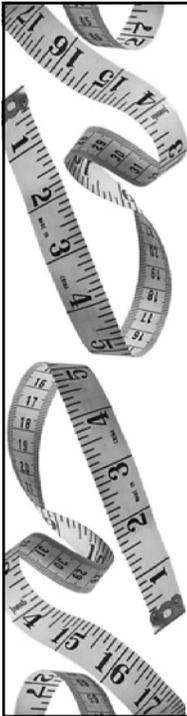
Back to Top

Visit the Site

11-35

Consumer Attitudes and Advertising Spending





Cost Efficiency

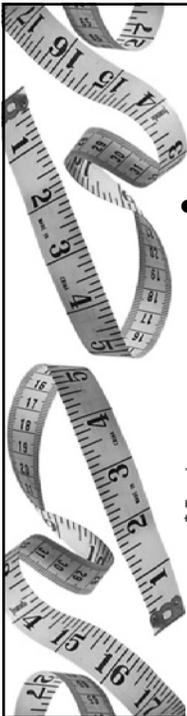
Cost per thousand (CPM)

$\frac{\text{Cost of message unit}}{\text{Gross Impressions}} \times 1,000$

Cost per point (CPP)

$\frac{\text{Cost of message unit}}{\text{Program or issue rating}}$

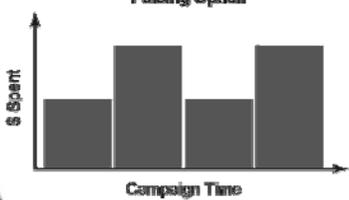
11-37



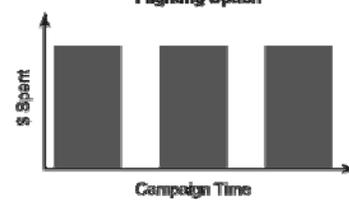
Scheduling Strategies

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

Pulsing Option

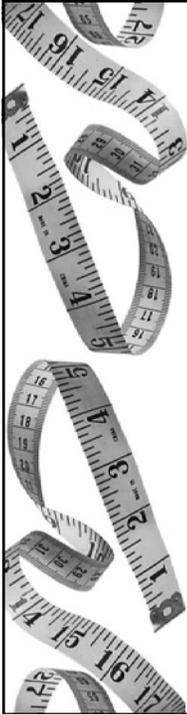


Flighting Option



The Continuity Strategies of Pulsing and Flying

11-38



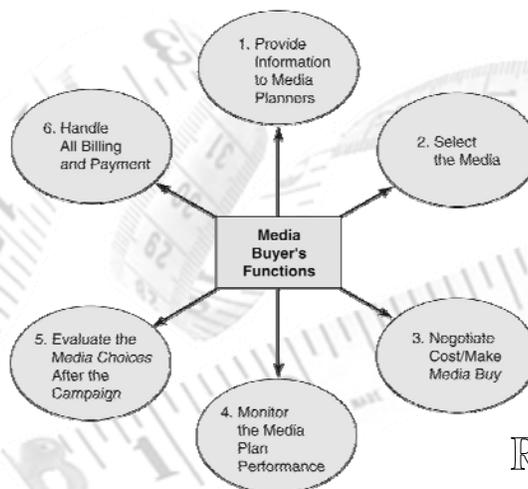
Media Buying

- 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

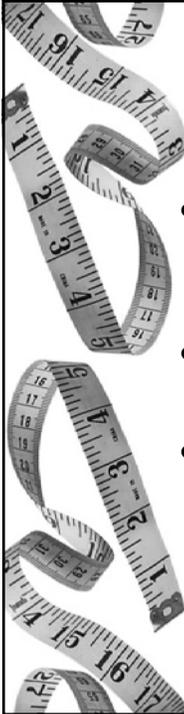


11-39

Six Major Functions of a Media Buyer



11-40



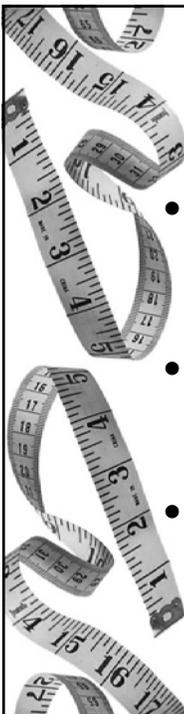
Media Planning Changes and Challenges

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



Rowan University

11-41

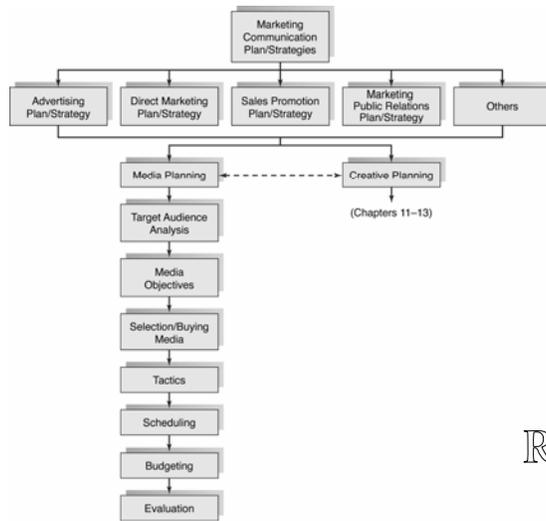


How Media Planning Fits in the Advertising Process

- Media planners have two main roles:
 - Analyzing the market, and
 - Evaluating media channel effectiveness.
- Media planning is the process of determining how to use time and space to achieve marketing objectives.
- One of these objectives is always to place the advertising message before a target audience using some type of **media**.

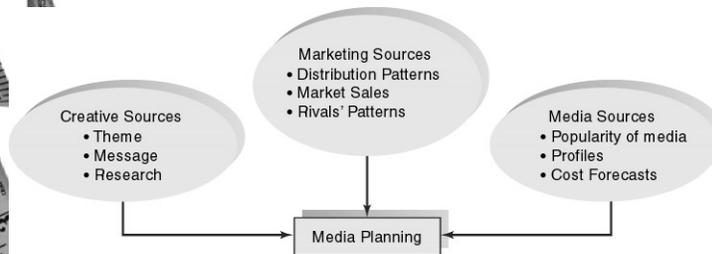
11-42

The Media Planning Process

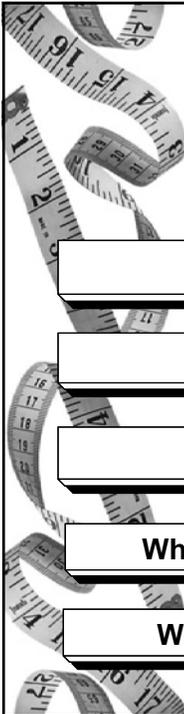


11-43

Sources of Information in Media Planning



11-44



Setting Media Objectives

The Basic Goals That Direct Media Strategy Typically Focus on:

Whom to Advertise To

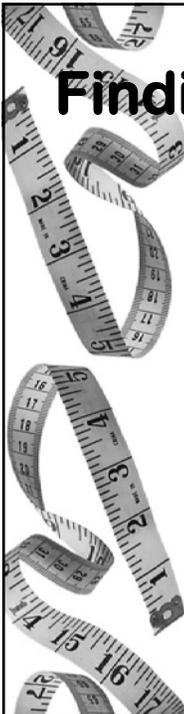
Which Geographic Areas to Cover

When to Advertise

What the Duration of the Campaign Should Be

What the Size or Length of the Ad Should Be

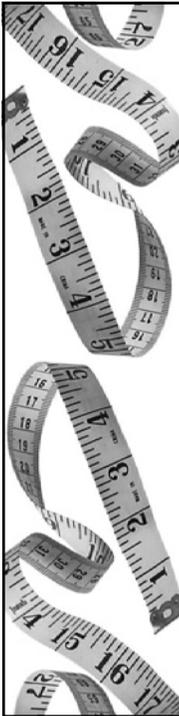
11-45



Finding Target Audiences and Sales Geography

- Two major challenges face media planners searching for target audiences:
 - Discrepancies between the language of internal strategic research, and
 - Lack of reliable audience research for new media for advertising and sales promotion.
- Sales geography is an important part of many advertising plans.
 - Sales are rarely consistent across geographic boundaries.
 - Affects which markets to advertise in and how much money to allocate to each geographic region.

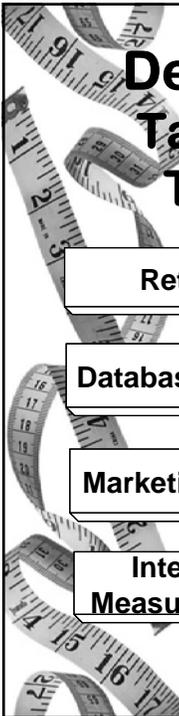
11-46



Timing and Duration

- Media planners might have to juggle a number of variables to make correct timing decisions.
 - How often is product bought?
 - Whether it is used more in some months than in others?
 - Timing decisions relate to factors such as seasonality, holidays, days of the week, and time of day.
- Duration (how long to advertise) depends on:
 - Schedule and advertising budget,
 - Consumer use cycle, and
 - Competitive strategies.


 11-47



Developing Media Strategies

Target Market Strategies: New Technology of Measurement

Retail Scanners	• Cash register scanners
Database Developments	• List of customers and their various characteristics, stored electronically.
Marketing Mix Modeling	• Determining the precise impact of the media plan on product sales.
Internet Audience Measurement Problems	• Who's online and which sites they are visiting may be determined by number of hits, unique visitors, visitors, or page impressions.

11-48

Geographic Strategies: Allocating Media Weight

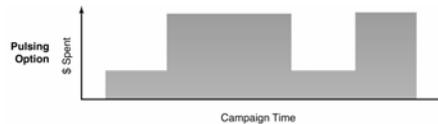
- Try to balance sales with advertising investment market by market.
- Can help local business fight the power of national corporations by saturating community with advertising from local companies.
- Planner's ideal advertising allocation provides enough budget to meet each area's sales objectives.

Timing and Duration Strategies

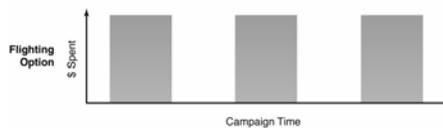
Continuity Option



Campaign Time

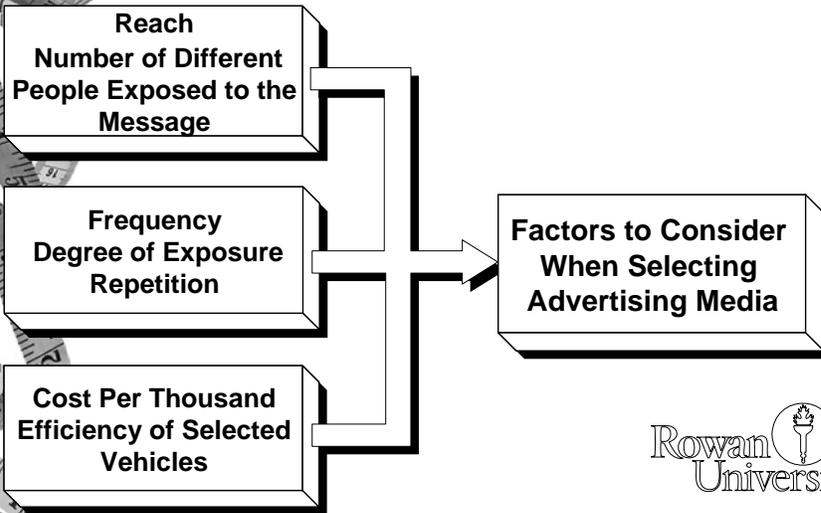


Campaign Time

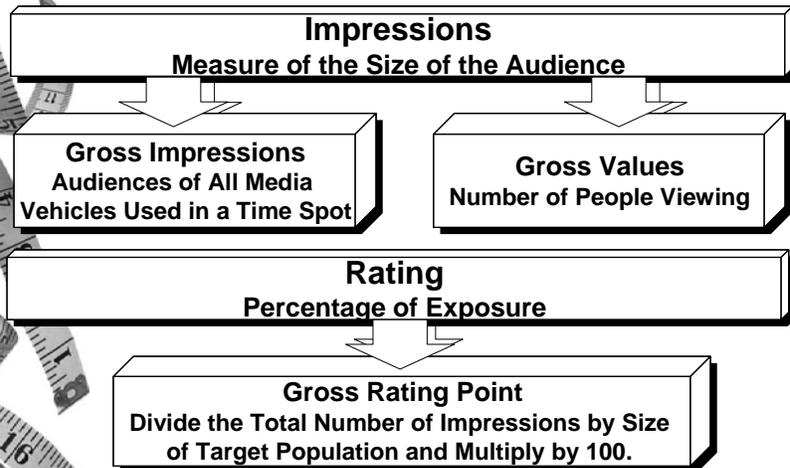


Campaign Time

Media Selection Procedures



Audience Measures Used in Media Planning



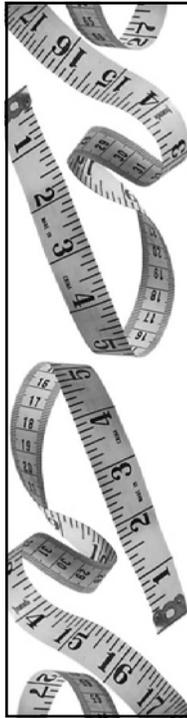
Reach, Frequency and Media Planning

Reach
% of the Target Population Exposed At Least Once to the Advertising Message During a Specific Time Frame.

Frequency
Number of Times the Target Population Is Exposed to the Advertising Message During a Specific Time Frame.
Methods Include:
Average Frequency
Frequency Distribution

Combining Reach and Frequency Goals

- **Reach** of an audience is not sufficient measure of an advertising's schedule's strength.
- For anyone to be considered part of the reached audience, he or she must have been exposed *more than once*.
- This theory combines reach and frequency elements into one factor known as **effective frequency**.



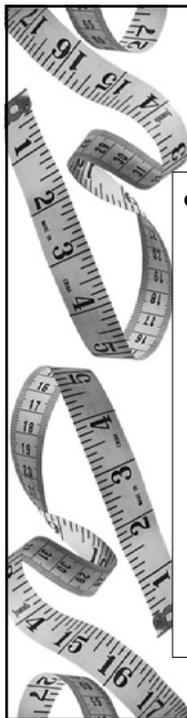
How to Calculate CPMs

- **Magazines.** An issue of *You* magazine has 10,460,000 readers who could be considered a target audience. The advertising unit is a four-color page and its rate is \$42,000. The CPM is:

$$\begin{aligned} \text{CPM} &= \frac{\text{Cost of page or fractional page unit} \times 1,000}{\text{Target audience readers}} \\ &= \frac{\$42,000 \times 1,000}{10,460,000} = \$4.02 \end{aligned}$$

Media planners try to select the media that will expose the largest target audience for the lowest possible cost.

11-55



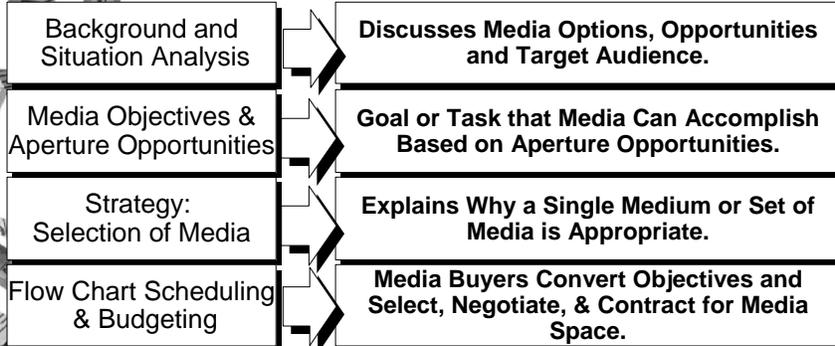
Media Buyers' Special Skills

- **Negotiation: Art of a Buyer**
 - Vehicle Performance
 - Unit Costs
 - Preferred Positions
 - Extra Support Offers
- **Maintaining Plan Performance**
 - Monitoring Audience Research
 - Scheduling and Technical Problems
 - Program Preemptions
 - Missed Closings
 - Technical problems

11-56

Staging a Media Plan

A **Media Plan** is a Written Document that Summarizes the Recommended Objectives, Strategies, and Tactics Pertinent to the Placement of a Company's Advertising Messages.



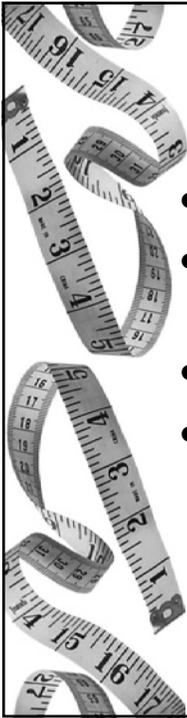
11-57

A Sample Media Plan for Pizza Hut

The screenshot shows the Pizza Hut website with the following elements:

- Browser:** Microsoft Internet Explorer, address bar shows <http://www.pizzahut.com>.
- Navigation:** HOME, LOGIN, REGISTER, FAQ, EN ESPAÑOL, ORDER ONLINE, OUR MENU, NUTRITION, STORE LOCATOR, COUPONS, GIFT CARDS.
- Search:** SEARCH [input field]
- Advertisements:**
 - Dipping Sauces:** "The Pizza That's Perfect for Dipping!" \$9.99, Comes with 3 dipping sauces: Ranch, Marinara, and Garlic.
 - Race Pack:** "A Complete Meal From Start To Finish Line!" Includes a pizza, pasta, and bread.
- Login Section:** LOGIN TO ORDER ONLINE, User Name, Password, Remember my Details, Forgot Your Password?, Not registered yet?
- Footer:** ABOUT PIZZA HUT, PRIVACY POLICY, TERMS OF USE, CONTACT US, SITE MAP, BEST VIEWED WITH... © 2005 Pizza Hut, Inc. All rights reserved.

11-58

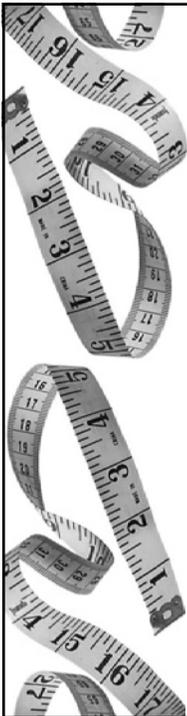


A Sample Media Plan for Pizza Hut

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



11-59



A Sample Media Plan for Pizza Hut

I. How This Media Plan Changes the World

Product-focused Advertising	→	Occasion-Focused Advertising
Media Planning	→	<ul style="list-style-type: none"> • With products • How does product fill need? • How does Pizza Hut fill a need?
Media Buying	→	<ul style="list-style-type: none"> Monday—Thursday 4:00–8:00 P.M. to drive sales • What works? • TV, radio, outdoor, Internet
Spending Strategy	→	<ul style="list-style-type: none"> Sales, Not Cost Per Point • Direct Response • Segmented Media → An Important Decision

**II. Media That Assault the Traditional Category:
No Longer Adults 18–49**

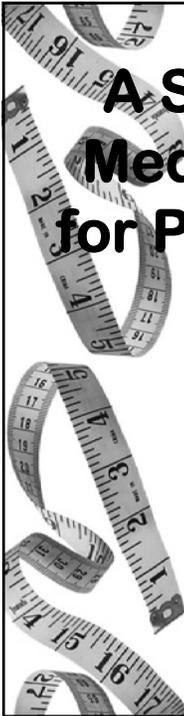
Target Audience	Demographics	Purpose
Pressure Cooker	Women 25–34 with Kids	Direct Response
Hanging Out	Adults 18–24	Direct Response
Night Off	Women 25–34 with Kids	Direct Response
Craving	Adults 18–49	Awareness

III. Research

Highly developed among 40+	→	Echo/Generation X: 20–40 Underdeveloped
Traditionally a \$12 billion category	→	Heart of 20–40 demographics
New target based on need	→	Pressure Cooker (Moms) Hanging Out (Young)
Decision time an opportunity	→	68% of decisions 4:00–8:00 P.M. 56% within 12 hours of meal
Budget down 30%, TRPs down 25%	→	We have enough money

Pizza Hut Media Plan

11-60



A Sample Media Plan for Pizza Hut

I. National TV Media Strategy

A. Establish a Pizza Hut Presence

- Own the SCAA: Basketball 15 Weeks
- Own Fox NFL Pregame Sponsorship 20 Weeks
- ESPN and Fox Cable Sports: Sports Show Feature 32 Weeks
- Cable Stretch: Own Tuesday Night Pizza Occasions 32 Weeks

Enhancement

- CBS NFL Pregame Sponsorship 10 Weeks
- Shared with KFC, but looks out Domino's!

B. Create Highly Visible Launch Platforms for Big New Yorker and Star Wars Deal

- Roadblocks
- Network Strips
- Highly Visible Programming
- 1 Week Reach 80% with a 1/4 Frequency

Enhancement

- Leverage Throat Partners Inventory to Achieve These Goals for Star Wars

C. Reach Heavy Pizza User Target

- Continue Leveraging Sports to Ensure Male/Female Balance and Target Key Pizza Consumption Occasions

Enhancement

- Target Echo Boomers/Generation X to Balance 18-24 and 25-34 with 35-49
- Increased mix of Fox and Warner Brothers
- Cable focus on USA, TNT, FOX, EL and Comedy Central

D. Integrate National and Local Media Plans

- Provide Local Option Windows
- When on Air Nationally Have Sufficient Prime/Sports/Cable So That Co-ops Do Not Have to Buy Premium Programming

II. The Brave New World: Internet

America's Online: 70.5 Million Adults
USA 70-day, August 27, 2000

ESPN SportsZone: A Toe in the Water

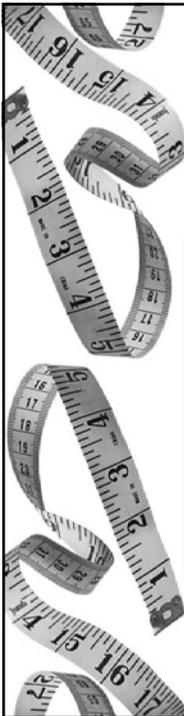
- 300 Million E-mailed Coupons
- Special Coupons Offer Just for Internet?

Pizza Hut Must Become More Active

- Using Our Website
- Investments That Facilitate Internet Ordering
- Advertising More Effectively

Pizza Hut TV and Internet
Media Strategies

11-61



A Sample Media Plan for Pizza Hut

1999 PLANNING TEMPLATE

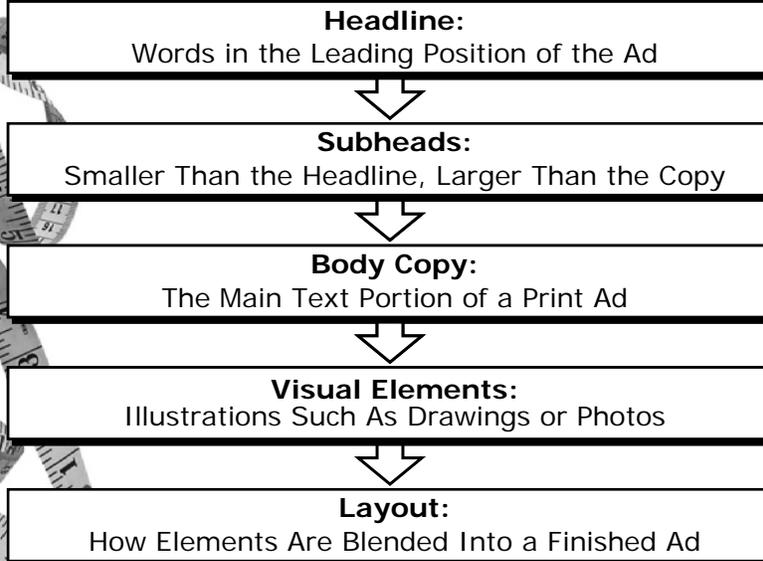
	1st Quarter				2nd Quarter				3rd Quarter				4th Quarter			
	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Period 7	Period 8	Period 9	Period 10	Period 11	Period 12	Period 13	Period 14	Period 15	Period 16
Monday Dates	1/28	2/4	2/11	2/18	2/25	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13
Day	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Key Events	Xmas	Bowl	NFL	Sud	Pal	Est	Mem	Jul	Ind	Lab	Her	Th	Xmas			
	Gms	POs	Bowl		LA	Comp	Day	4th	Day	Day						
National Topic			Big NY	Big NY	TBD		Star Wars	Star Wars		Big NY		TBD	TBD			
NETWORK																
Product 30-15			630	475	440		530	420		445		600	425			3,965
Promo 30 Only			160				30			25		85				335
Kids 6-11 (A18-49 20 index)					500			600				500				330
																4,620
SPOT TV																
Product			800	600	400	400	700	600	500	700	400	700	400	400		6,600
TOTAL TV			960	1230	875	940	730	1202	968	725	845	885	1000	825	335	11,220
SPOT RADIO																
			400	400			300			300		300				2,000
Monday Dates	1/28 <th>2/4</th> <th>2/11</th> <th>2/18</th> <th>2/25</th> <th>3/4</th> <th>3/11</th> <th>3/18</th> <th>3/25</th> <th>4/1</th> <th>4/8</th> <th>4/15</th> <th>4/22</th> <th>4/29</th> <th>5/6</th> <th>5/13</th>	2/4	2/11	2/18	2/25	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13
Day	Jan <td>Feb<td>Mar<td>Apr</td> <td>May</td><td>Jun</td><td>Jul</td><td>Aug</td> <td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td> <td>Jan</td><td>Feb</td><td>Mar</td><td>Apr</td> </td></td>	Feb <td>Mar<td>Apr</td> <td>May</td><td>Jun</td><td>Jul</td><td>Aug</td> <td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td> <td>Jan</td><td>Feb</td><td>Mar</td><td>Apr</td> </td>	Mar <td>Apr</td> <td>May</td> <td>Jun</td> <td>Jul</td> <td>Aug</td> <td>Sep</td> <td>Oct</td> <td>Nov</td> <td>Dec</td> <td>Jan</td> <td>Feb</td> <td>Mar</td> <td>Apr</td>	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr

Pizza Hut Media-Planning Template



Rowan University
11-62

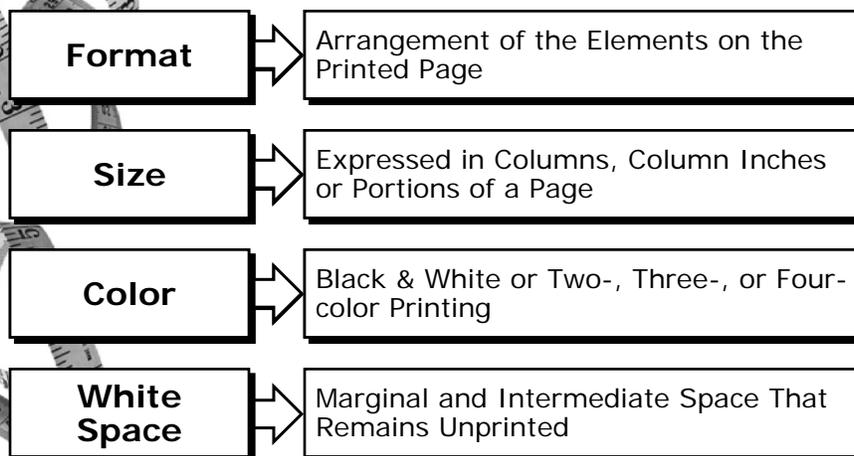
Print Ad Components



11-63

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Print Ad Layout



11-64

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Top 10 Jingles of the Century

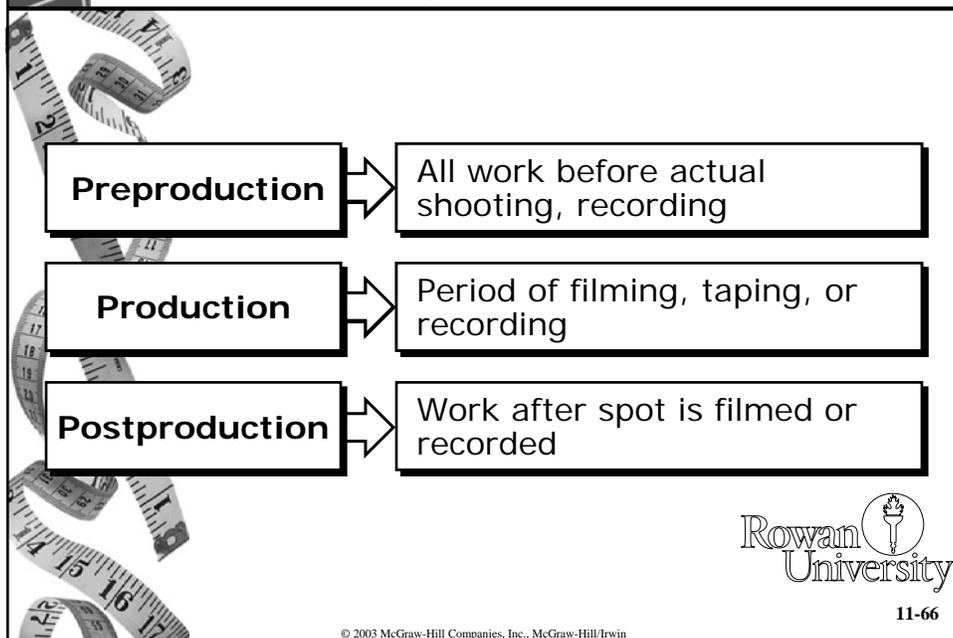
Company	Jingle
1. McDonald's	You deserve a break today
2. U.S. Army	Be all that you can be
3. Pepsi Cola	Pepsi Cola Hits the Spot
4. Campbell's Soup	M'm, Good M'm Good
5. Chevrolet	See the USA in your Chevrolet
6. Oscar Mayer	I wish I was an Oscar Mayer Wiener
7. Wrigley's gum	Double your pleasure, double your fun
8. Winston	Winston tastes good like a cigarette should
9. Coca-Cola	It's the real thing
10. Brylcreem	Brylcreem—A little dab'll do ya

Rowan University

11-65

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Production Stages for TV Commercials

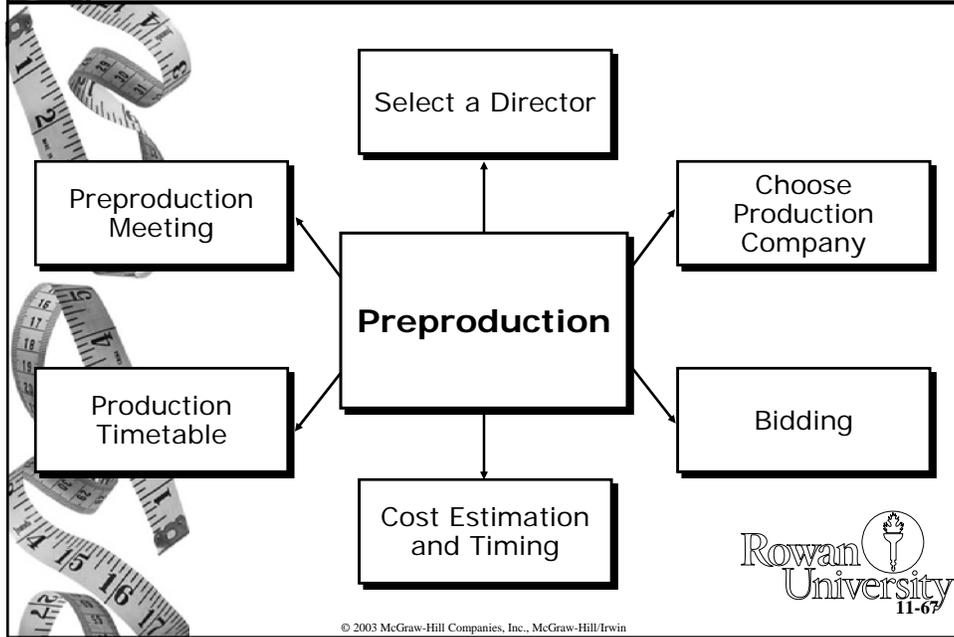


Rowan University

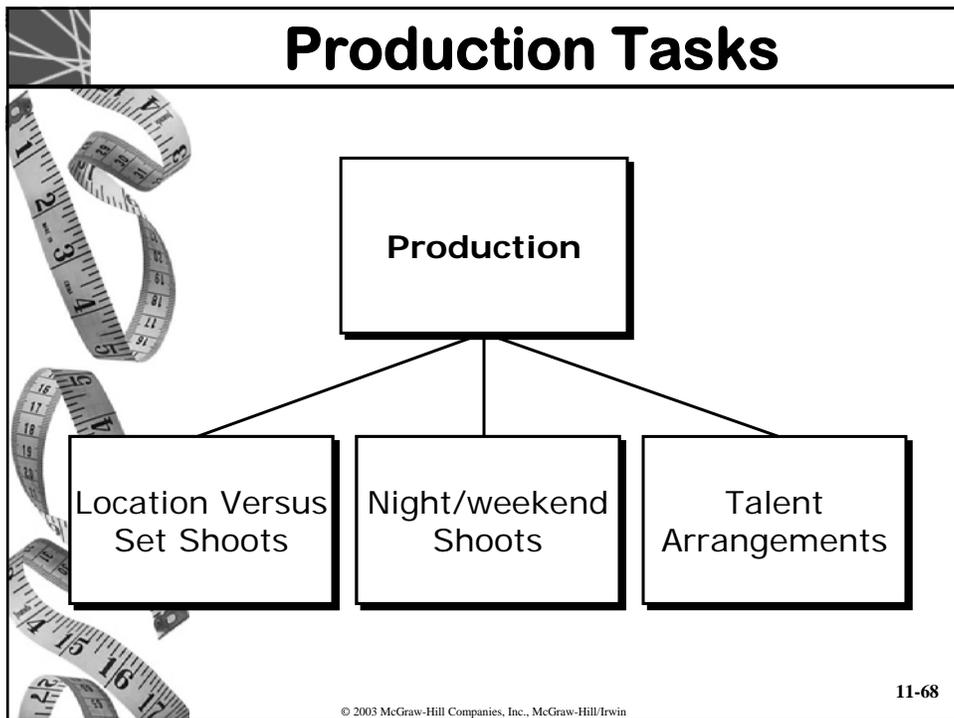
11-66

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

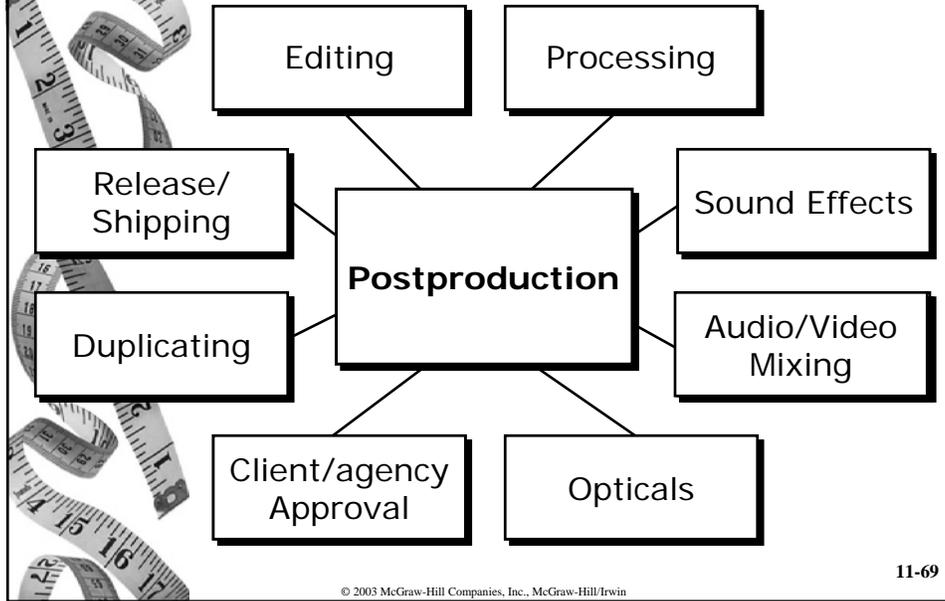
Pre-production Tasks



Production Tasks



Post-production Tasks



Evaluation Guidelines for Creative Output



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

11-71

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Media Terminology

Print Media

Publications such as newspapers, magazines, direct mail, outdoor, etc.

Media Vehicle

The specific carrier within a medium category

Reach

Number of different audience members exposed at least once in a given time period

Coverage

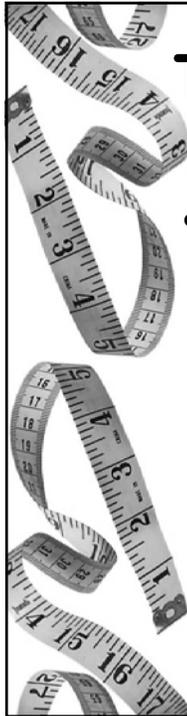
The potential audience that might receive the message through the vehicle

Frequency

The number of times the receiver is exposed to the media vehicle in a specific time period

11-72

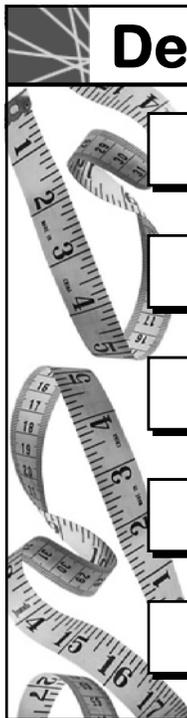
© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin



The Media Plan

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


 11-73



Developing the Media Plan

- Analyze the Market
- Establish Media Objectives
- Develop Media Strategy
- Implement Media Strategy
- Evaluate Performance

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin
11-74

Creative Brief

Creative Brief

Project name _____, Version _____, Date _____

Participants: _____

Objectives: _____

Timeline: _____

Project Audience Demographic:

Project Audience Beliefs: _____

Current Behavior: _____

Desired Behavior: _____

Call to Action: _____

Tone: _____

Key messages: _____

Secondary messages: _____

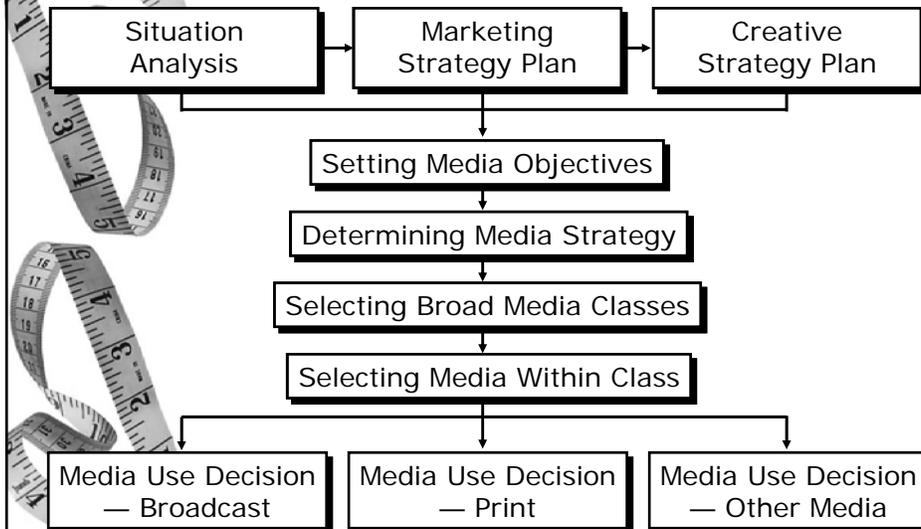
Approved responses at stages:

Brief	Concept(s)	Sketch	Finals
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Source: Marketing 2



Developing the Media Plan



Brand and Category Analysis

Brand Development Index

$$\text{BDI} = \left(\frac{\text{Percentage of brand to total U.S. sales in market}}{\text{Percentage of total U.S. population in market}} \right) \times 100$$

11-77

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Brand and Category Analysis

Category Development Index

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

11-78

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Determining Relative Cost of Media-Print

Cost per thousand (CPM)

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

11-79

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Determining Relative Cost of Media-Broadcast

Cost per rating point (CPRP)

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

11-80

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Insertion Order #3

Account Information:
 100103 100103 LARRY LITWIN
 110 PALMER DR
 CHERRY HILL, NJ 08034

Order Details:
 PLEASE PRINT PAYMENT TO:
 PHILADELPHIA NEWS/PA/US INC.
 P.O. BOX 43002
 PHILADELPHIA, PA 19186-4302

LINE	QUANTITY	UNIT PRICE	TOTAL
100103	100	1.00	100.00
100103	100	1.00	100.00
100103	100	1.00	100.00
100103	100	1.00	100.00
100103	100	1.00	100.00
100103	100	1.00	100.00
100103	100	1.00	100.00
100103	100	1.00	100.00
100103	100	1.00	100.00
100103	100	1.00	100.00

STATEMENT OF ACCOUNT:
 100103 100103 100103 100103 100103 100103 100103 100103 100103 100103



11-83

Newspaper Pros and Cons

Advantages

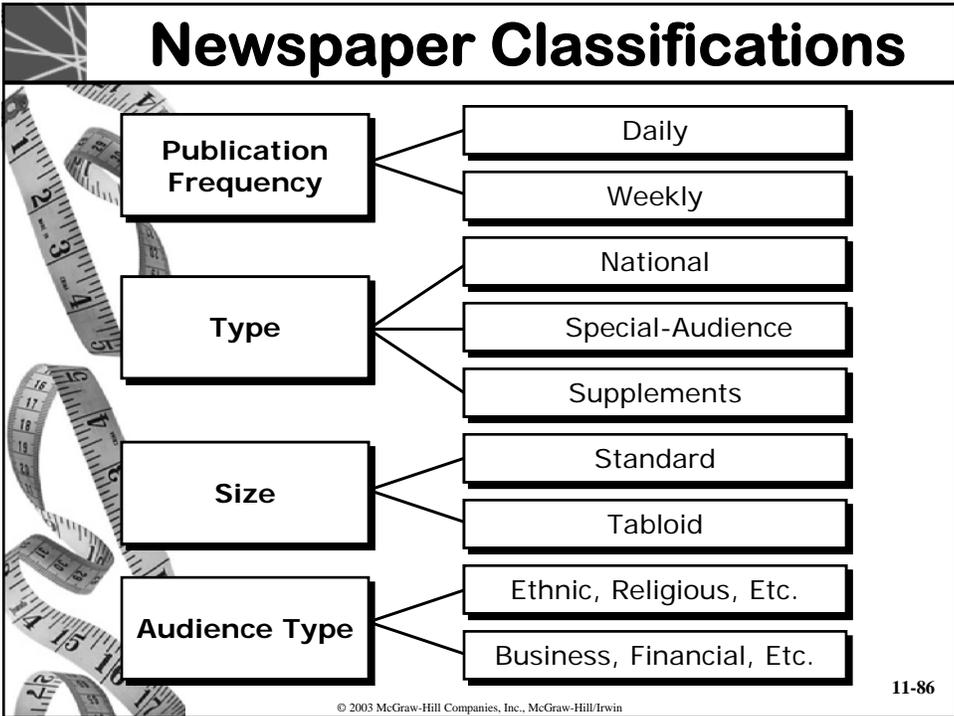
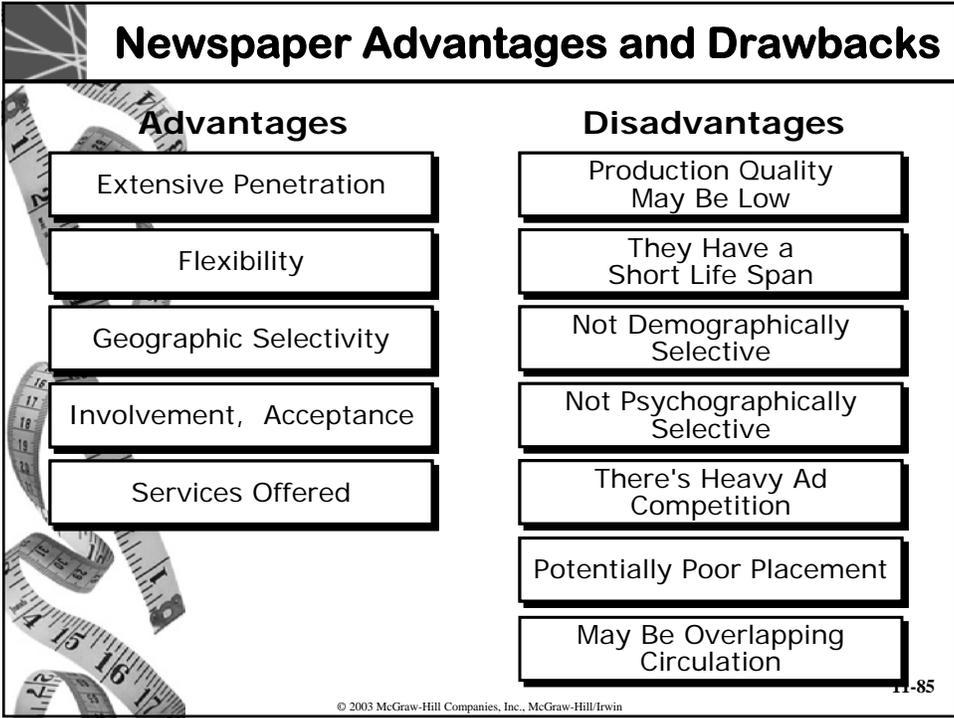
- High Coverage
- Low Cost
- Short Lead Time for Placing Ads
- Ads Can Be Placed in Interest Sections
- Timely (Current Ads)
- Reader Controls Exposure
- Can Be Used for Coupons

Disadvantages

- Short Life
- Clutter
- Low Attention Getting
- Poor Reproduction Quality
- Selective Reader Exposure



11-84



Characteristics of Newspapers

The Dominant Advertising Vehicle



Account for 22% of Ad Dollars



Over 1,500 Daily Papers in Print



Dailies Read by About 60% of adults



Main Community Medium



Local Ads Provide Most of Revenue

11-87

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Unique Newspaper Features

Mass audience

Cross-section of population

Local geographic coverage

Wide range of content, subjects

Selective readership by area

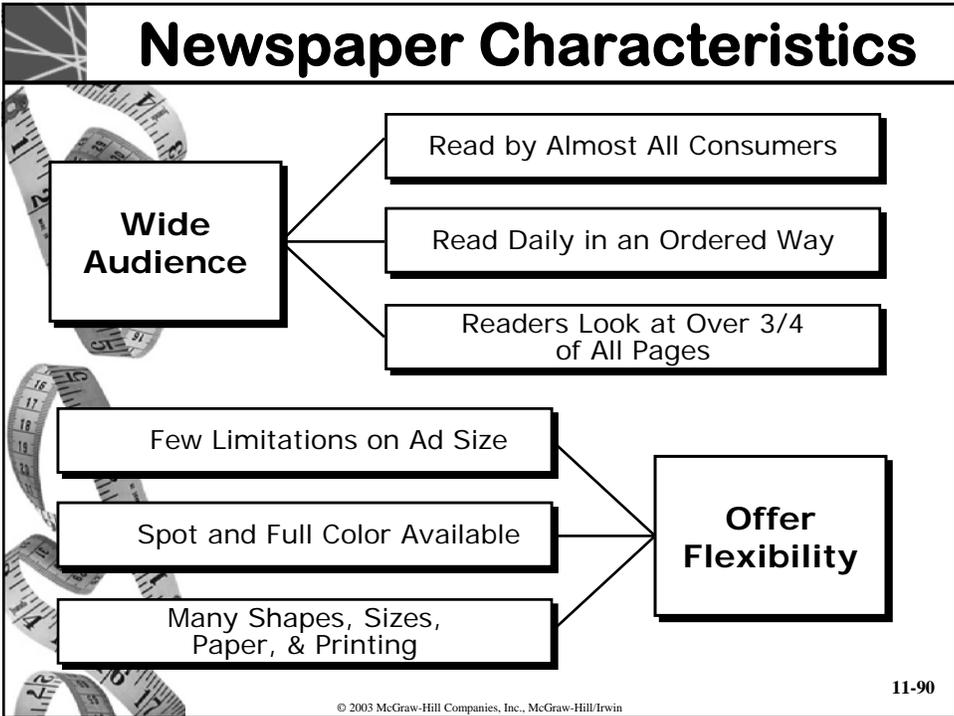
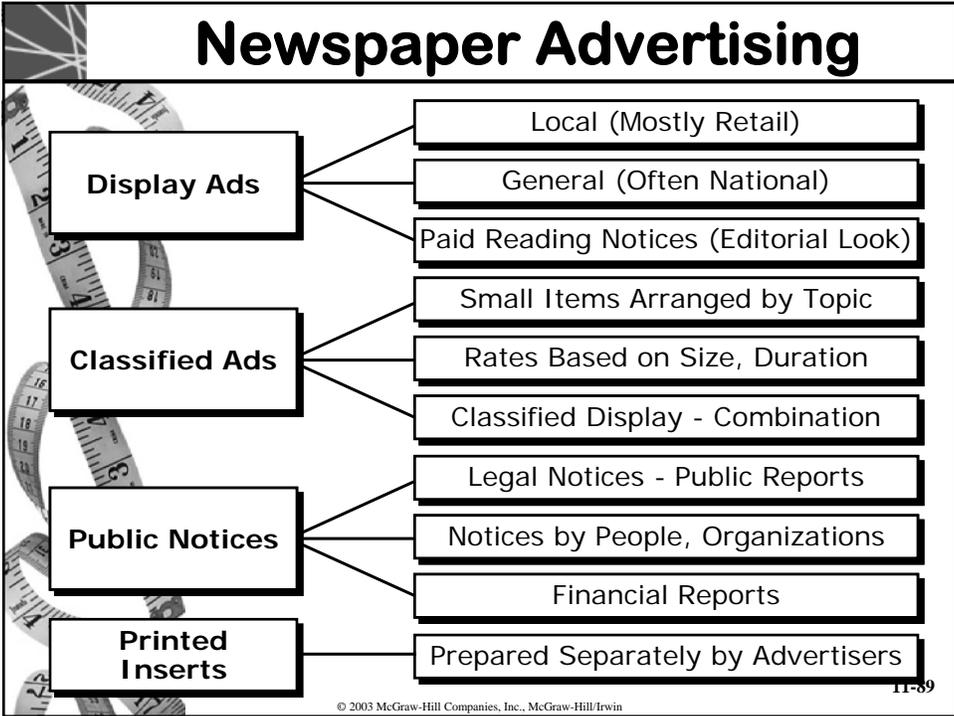
Timely coverage, daily issues

Readership concentrated in time

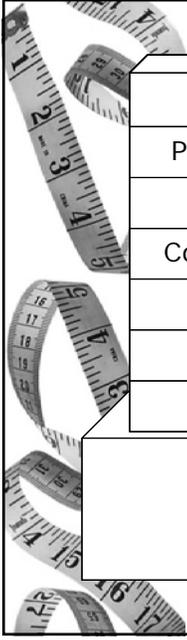
Permanent, durable record

11-88

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin



Rate Terminology



Split Runs	Split Run Rates
Preferred Position	Differential Rates
Color Rates	Insertion Rates
Combination Rates	Run-of-Paper [ROP]
Open Rates	Short Rates
Flat Rates	Earned Rates
National Rates	Local Rates

Terms of the Trade

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

11-91

Coverage Map – Major Radio Station

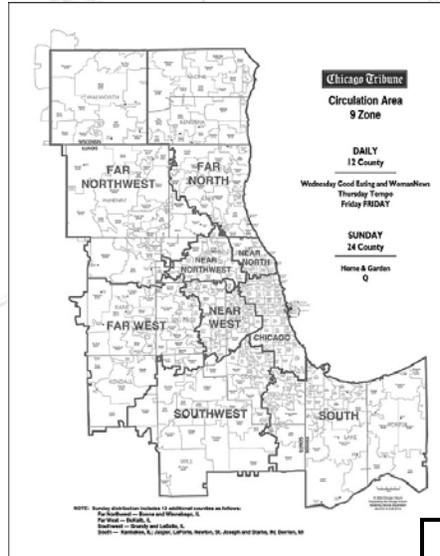
W·102 27,000 watts ERP Horizontal
25,500 watts ERP Vertical
102 MHz
Antenna height 610 feet above
average terrain
COVERAGE MAP



Rowan University

11-92

Circulation Zones for a Major Newspaper



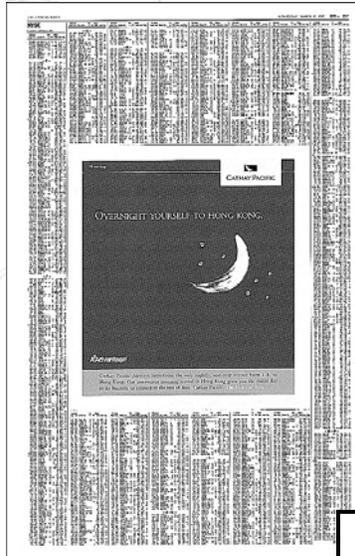
© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

A Newspaper Promotes Its Various Sections



© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Island Ads Break Through Clutter



© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Inserts Help Marketers Reach Consumers

RETAIL ADVERTISING

INSERT DISTRIBUTION 2002



Deliver your proprietary inserts to subscribers and non-subscribers. You can promote targeted ZIP codes or saturate the entire country. It's up to you.

ZIP CODE DISTRIBUTION
Choose the ZIP codes you want to reach based on your geographic, demographic or psychographic marketing strategy. Using direct marketing databases, our Marketing department can help you develop your strategy.

NON-SUBSCRIBER DIRECT-MAIL DISTRIBUTION
For a mail-order coverage program, the Union Tribune provides delivery to the households of non-subscribers every Friday/Saturday via USTMC.

TIJUANA, MEXICO DISTRIBUTION
Our weekly distribution program to Mexico reaches up to 70,000 adults and upper-class homes in Tijuana. Don't miss these valuable shoppers who have money to spend in San Diego.

FLEXIBILITY
You have your choice of size, paper stock, distribution and timing.

HIGH VISIBILITY
When delivered via the Union Tribune, your insert can go on top of the newspaper so it's the first thing readers see. Ask your account manager about "Taggers".

See the back of this page for rates.

For advertising information call (619) 263-1644

Union-Tribune



© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Some Newspapers Offer Combination Rates

It takes 3 newspapers to reach the #1 retail market in the U.S.



We publish them all.

The Miami Herald DMA leads the nation in retail spending per household.

And there's no better way to reach this high-spending market than by advertising

in The Miami Herald El Nuevo Herald (the nation's #1 Spanish language daily) and The Herald in Broward County.

Together, these three newspapers have the highest reach in South Florida.

The Miami Herald **El Nuevo Herald** **The Herald**
www.miamiherald.com www.elnuevoherald.com www.theherald.com

For more information call Dr. David G. Davis, National Marketing Manager, at (305) 276-2091 or (800) HERALD, ext. 2091. e-mail: dmorris@herald.com. Or, visit our websites at www.miamiherald.com or www.theherald.com.

Source: Advertising Age, 1999 Media Advertiser Surveys, 10/10/99, p. 100



© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

College Newspapers Are an Effective Way to Reach Students



Students plan protest of post office changes

By Heather Cook
The Miami Herald DMA leads the nation in retail spending per household. And there's no better way to reach this high-spending market than by advertising in The Miami Herald El Nuevo Herald (the nation's #1 Spanish language daily) and The Herald in Broward County. Together, these three newspapers have the highest reach in South Florida.



Ads keep students looking for answers

By Sarah Castel and Abby Wintrow
Do you agree with Adam? Students might find it hard to answer this question, given that the campus-wide advertising campaign has not yet revealed anything about Adam or his average. Although students and faculty boards are still with the answer and request answers, its program has not been effectively advertised.

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Television Pros and Cons

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 Cost

Clutter



11-99

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Radio Pros and Cons

Advantages

Local Coverage

Low Cost

High Frequency

Flexible

Low Production Cost

Well-segmented Audience

Disadvantages

Audio Only

Clutter

Low Attention Getting

Fleeting Message



11-100

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Internet Pros and Cons

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



11-101

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Direct Mail Pros and Cons

Advantages

High Selectivity

Reader Controls Exposure

High Information Content

Repeat Exposure Opportunities

Disadvantages

High Cost Per Contact

Poor Image (Junk Mail)

Clutter



11-102

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

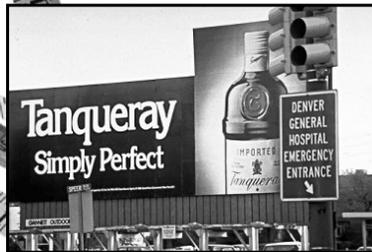
Outdoor Pros and Cons

Advantages

Location Specific

High Repetition

Easily Noticed



Disadvantages

Short Exposure Time

Short Ads

Poor Image

Local Restrictions



11-103

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Magazine Pros and Cons

Advantages

Segmentation Potential

Quality Reproduction

High Information Content

Longevity

Multiple Readers

Disadvantages

Long Lead Time for Ad Placement

Visual Only

Lack of Flexibility



11-104

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Magazine Pros and Cons

Advantages

- Selectivity
- Reproduction Quality
- Creative Flexibility
- Permanence
- Prestige
- Receptivity, Involvement
- Services

Disadvantages

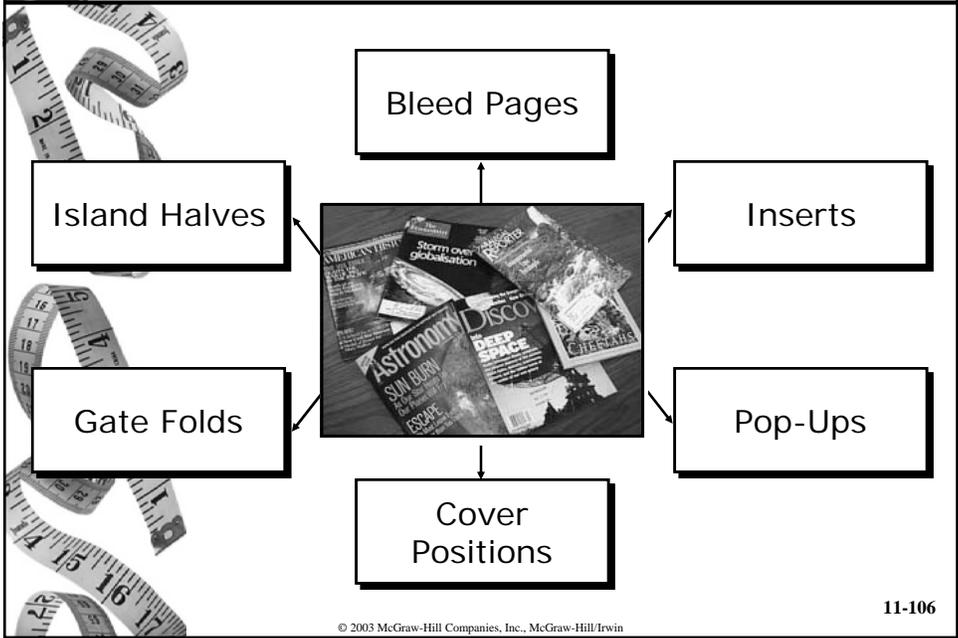
- Costs
- Limited Reach
- Limited Frequency
- Long Lead Time
- Clutter



11-105

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

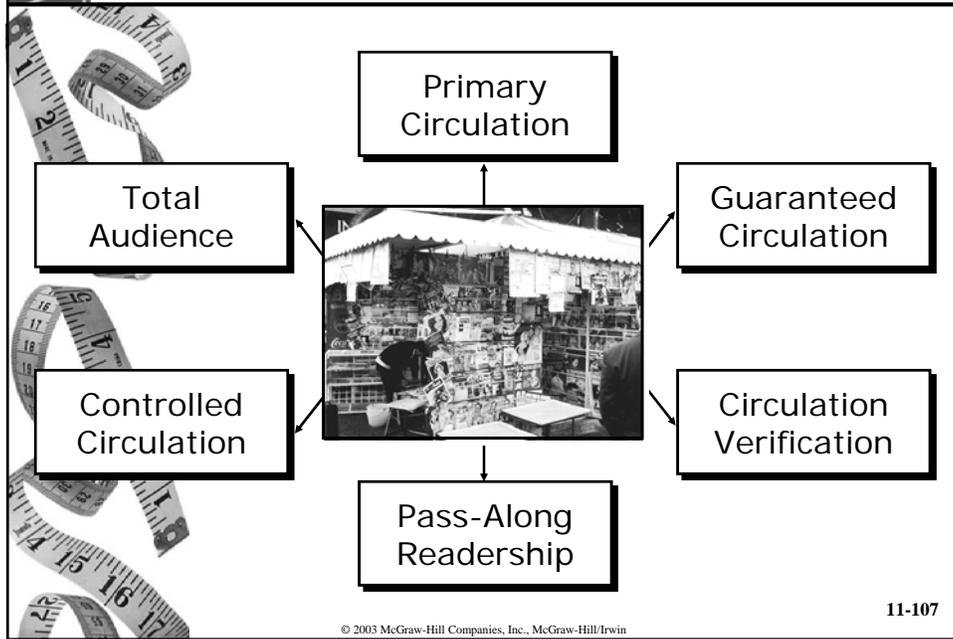
Special Magazine Features



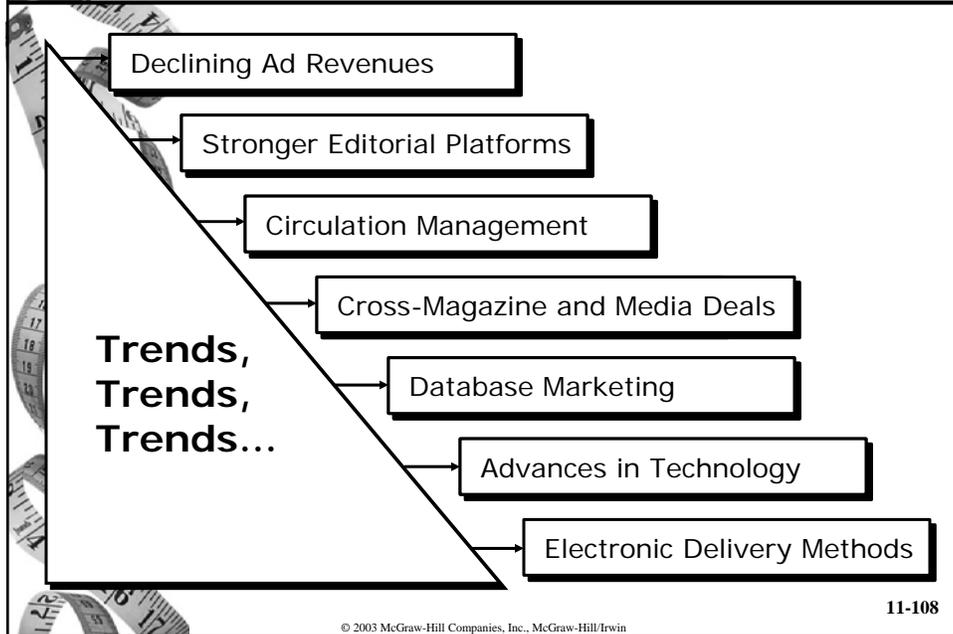
11-106

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Magazine Circulation Concepts



The Future of Magazines



Consumer Magazines Target Specific Interests



Rowan University

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

An Example of a Farm Publication



Rowan University

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Magazines Target Professions or Industries



Rowan University

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Top-Selling Magazines: 2002

By Subscriptions		By Single-Copy Sales	
1. NRTA/AARP Bulletin	21,712,410	1. Cosmopolitan	2,043,873
2. AARP Modern Maturity	17,538,189	2. Family Circle	1,607,143
3. Reader's Digest	11,527,098	3. Woman's World	1,575,731
4. TV Guide	8,103,380	4. National Enquirer	1,467,702
5. Better Homes and Gardens	7,268,408	5. Woman's Day	1,419,322
6. National Geographic	6,630,182	6. People Weekly	1,392,465
7. Time	3,948,602	7. First For Women	1,392,465
8. My Generation	3,843,250	8. Star	1,194,676
9. Ladies Home Journal	3,746,271	9. Glamour	1,007,390
10. Good Housekeeping	3,707,740	10. Good Housekeeping	1,001,224

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Consumers Rely on Magazines for Information

Area of Interest	Percent of Adults Referring to:			
	Magazines	TV	Newspapers	Radio
Automobiles	39%	21%	29%	1%
Beauty and grooming	63	20	5	0
Clothing and fashion	58	18	15	0
Computers: hardware and software	54	14	11	0
Food	50	19	22	1
Fitness and exercise	49	36	6	1
Financial planning	45	11	31	2
Home repair/decorating	69	13	11	0
Sports: equipment/performance	49	24	7	1
Travel: personal and business	42	16	29	2

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Pop-Ups Grab Attention



© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Media Kits Provide Advertisers With Information

SECTIONS

personality

This section offers a variety of personality profiles and profiles of our top stars. From the creative, high-profile stars to the behind-the-scenes talent, you'll find everything you need to know about the people who make our magazine what it is.

humor

There's never a dull moment in our world, and we're all about it. From the funniest stars to the most hilarious moments, you'll find everything you need to know about the people who make our magazine what it is.

technology

This section offers a variety of technology profiles and profiles of our top stars. From the creative, high-profile stars to the behind-the-scenes talent, you'll find everything you need to know about the people who make our magazine what it is.

media

This section offers a variety of media profiles and profiles of our top stars. From the creative, high-profile stars to the behind-the-scenes talent, you'll find everything you need to know about the people who make our magazine what it is.

fashion

This section offers a variety of fashion profiles and profiles of our top stars. From the creative, high-profile stars to the behind-the-scenes talent, you'll find everything you need to know about the people who make our magazine what it is.

gear

This section offers a variety of gear profiles and profiles of our top stars. From the creative, high-profile stars to the behind-the-scenes talent, you'll find everything you need to know about the people who make our magazine what it is.

service

This section offers a variety of service profiles and profiles of our top stars. From the creative, high-profile stars to the behind-the-scenes talent, you'll find everything you need to know about the people who make our magazine what it is.

music

This section offers a variety of music profiles and profiles of our top stars. From the creative, high-profile stars to the behind-the-scenes talent, you'll find everything you need to know about the people who make our magazine what it is.

Each and every issue, there are the sections that provide things that are important to our readers. It's all here.

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

A New Breed of Business Publication

HOW SMART BUSINESS WOULD

The Fast Company Mission

WE WANT YOU **WHO'S FAST** **THE FUTURE OF BUSINESS**

TO DEFINE THE NEW WORLD OF BUSINESS. TO CAPTURE THE SPIRIT OF THE MEN AND WOMEN WHO ARE MAKING IT HAPPEN.

FREE AGENT NATION **future work** **You**

TO SERVE AS A MANIFESTO FOR CHANGE AND A MANUAL FOR ACHIEVING IT.

TO BE BOTH A RESOURCE AND A MENTOR. DEDICATED TO IMPROVING AND INNOVATING WORK.

F@ST COMPANY

Rowan University

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Magazines Go Online

BusinessWeek Online - Microsoft Internet Explorer

Address: http://www.businessweek.com

BusinessWeek online

FRIDAY, OCTOBER 11, 2002

COVER STORY
A New No. 1
In a surprising upset, Kellogg has vaulted to the top spot in our all-new business-school rankings
[Go to Cover Story](#) [Go to BW Magazine](#)

NEWS ANALYSIS
Now What?
If the Martha Meza has you wondering, here are the answers to some vexing questions
[Go to article](#) [Go to Daily Briefing](#)

TODAY'S MARKET
FREE S&P STOCK REPORT
AT&T Wireless
MARKET MOVERS
IBM Soars

MARKET SNAPSHOT
Stocks Rump on IBM, GE Strength
S&P STOCK PICKS & PANS
S&P Chris Long's Drive
More Headline Headlines
[S&P 500 Scoreboard](#)

WILL INTERNATIONAL BEAT U.S.?
Do you believe international equities will outperform the US market over the next 12 months?

© 2003 McGraw-Hill Companies, Inc., McGraw-Hill/Irwin

Questions ???

M. Larry Litwin, APR, Fellow PRSA
larry@larrylitwin.com
www.larrylitwin.com

© 2008



11-124

The Creative Brief: A framework for developing and evaluating marketing materials

The Creative Brief is a planning tool widely used by advertising agencies and marketing personnel when designing or implementing a marketing program. It can be used when creating communications directed at clients, employees, shareholders, potential investors, the media, or any other target group.

The Creative Brief is a cooperative tool by which the various people and groups involved in a project focus their thoughts and analyze the best method(s) of approaching a program. When used properly it can also reduce the time and cost associated with marketing projects, as it requires all the key participants to agree on important factors at the onset of the project.

Many organizations and agencies have a very refined, occasionally bizarre, possibly even copyrighted Creative Brief tool that is specific to how they do business. Most, though, have a few important elements in common:

- **Objective:** What is to be accomplished by this program? Is the goal to create awareness, knowledge, preference, or purchase? One traditional tool used for this purpose is the definition of **SMART** objectives: Specific, Measurable, Agreed Upon, Realistic, and Time-based.
- **Primary audience:** Who is this campaign meant to reach? The more specific and detailed the better. When possible, list details like title(s) of audience members, industry, size of company, revenue, number of employees, geographic details, affiliations, key behavior attributes (i.e., do they make the buying decision or influence it?). Demographics and psychographics go here.
- **Attitudes/Beliefs/Objections of audience:** Another way to state this element is, “Why hasn’t the audience already done/thought what you want them to?” If you were hired to argue against the purpose of this campaign, what would your points be? What is the status quo?
- **Current/Proposed behavior:** What is the audience doing now? How are they thinking/dealing with the situation about which you are addressing them? What do you want them to do differently?
- **Call-to-action:** What do you want the audience to do/think? Again, the more specific the better. One of the Ten Commandments of good advertising is: tell the audience what you want them to do. If you don’t know, don’t advertise until you do. Examples of good calls-to-action include: “Call today,” “Visit our website for more information,” “Complete and return this form.”
- **Tone:** Should this be a friendly, relaxed message, or a hard-sell with a sense of urgency? Should the audience feel like a confidant, pal, victim (in need of rescuing), partner, controller, etc? Should the ad convey a rich, textured impression or something more Spartan and utilitarian?
- **Key message:** What is the one thought that the audience should be left with? The initial level of regard given to most print advertisements has been measured at between one and two seconds. If you absolutely had to, how would you state your message in seven words or less?
- **Secondary message(s):** If the advertisement does draw in a reader, what are the other one or two points that should be conveyed? Another advertising commandment: people never remember more than three things.

Creative Brief

Project name: _____ Version: _____ Date : _____

Participants: _____

Objective(s): _____

Timeframe: _____

Primary Audience Demographic: _____

Primary Audience Beliefs: _____

Current Behavior: _____

Desired Behavior: _____

Call to Action: _____

Tone: _____

Key message: _____

Secondary message(s) _____

Approval requirements at stages:

Brief	Concept(s)	Drafts	Finals
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____



Dissecting the Creative Brief

Background

This **paragraph** has two key purposes: (1) to set the stage/provide context and (2) to summarize the marketing situation and challenge specifically at hand. Relevant competitive factors, marketplace variables, user issues and historical communications (for examples) belong here.

Target Audience

Here's where you put a face on the end user/beneficiary of the product/service. While demography (age/income/etc.) are critical, psychographic and behavioral dimensions will enhance the creative team's ability to speak to/address the audience's deeper needs.

Communications Objectives

In succinct, bulleted format, state the goals of the effort, what the communication must achieve. Is it to reassure customers? Differentiate a product? Drive customers to a web site? Tease? Drive awareness or reconsideration?

The Insightful Creative Strategy

Also known as the proposition, promise or benefit statement, this **single sentence** is the crystallization of what the message must communicate. The most meaningful strategies capture a human/consumer insight* and, in doing so, link the product/service to the underlying emotional drivers of behavior.

**Insight: the capacity to discern the true nature of a situation, the act of grasping the inward of hidden natures of things or of perceiving in an intuitive manner.*

Support

This is the evidence that specifically proves the strategy. When you have rational, factual evidence, certainly take advantage of it. But emotional "permission to believe" can be as, if not more, compelling.

Tonality

Relating to a brand's personality and character, this statement (or short set of words) requires a feel for what your brand stands for in consumers' minds. You also need to consider the objective of the specific message. For example, if your brand's imagery is soft and subtle, an introductory message for a line extension should probably avoid the "newsworthy" tone normally assigned.

Executorial Guidelines

Message elements and any mandatories and/or restrictions go here.



Creative Brief

CLIENT:

PROJECT:

Background

Target Audience

Communications Objectives

Creative Strategy

Support

Tonality

Executional Guidelines

Approvals

Prepared by: _____

Date:

Director of Strategic Planning: _____

Date:

Executive Creative Director: _____

Date:

Client: _____

Date:

Media Planning

Media Buying

Page 1 of 2

- I. Media Buying Functions**
 - A. Providing Inside Information to the Media Planner.**
 - B. Media Vehicle Selection**
 - C. Negotiating Media Prices**
 - D. Monitoring Vehicle Performance**
 - E. Post-Campaign Analysis**

- II. Special Skills: Expert Knowledge of Media Opportunities**
 - A. Media Content**
 - B. Audience Habits**
 - C. Research Evaluation**

- III. Special Skills: Knowledge of Media Pricing**

Media Planning

Media Buying

Page 2 of 2

- A. Media Cost Responsibilities**
- B. Cost-per-thousand (CPM) Trends**
- IV. Special Skills: Media Vehicle Selection and Negotiation**
 - A. The Boundaries: Working Within Plan Requirements**
 - B. Negotiation: The Art of a Buyer**
- V. Special Skills: Maintaining Plan Performance**
 - A. Monitoring Audience Research**
 - B. Schedule and Technical Problems**