

THE MEDIA BRIEF

Marketing Objectives

- Launching a new product?
- Testing?
- Maintaining an existing service/brand?
- Will creative/strategies be researched?
- Will there be supporting components?
 - Public Relations
 - Direct Marketing
 - Sampling
 - Trade Support
- Consumer Promotions?
 - Sales Promotions?
- What sales targets have been set?

Competitive Considerations

- Who are the major competitors?
- Historically, what is their media pattern?
- What is your share of voice/share of market?

Advertising Objectives

- Where are we positioned now?
- Where do we want to be positioned?

Target Audience

- Their age, sex, income, occupation, etc
- What is their lifestyle/lifecycle?
- Has research been done to establish their current attitude towards our service/product?
- Is this existing attitude to be maintained, or changed?

Geographic Areas to be covered

- What metropolitan and regional areas to be covered?
- Do these broad areas coincide with draw areas?
- Should specific draw areas be considered?

When do we talk to them?

- What is the purchase cycle?
- Are some purchase cycles more important than others?
- Are there specific sales troughs, which need to be addressed?

Creative requirements

- Do we require action?
- Must we show a demonstration or a product pack?
- Do we require colour?
- Will we be prompting emotion?

- Is a lot of copy required? (is it a detailed message)
- Will the message be a simple one – or will it be involved?

Budget

- Is the budget based upon a percentage of anticipated sales?
- Is the budget based upon our competitors?
- Do you want the media planner to recommend?

*******THE MEDIA PLAN**

Market Intelligence

- ABS statistical data
- Syndicated media research (ie., AGB, Nielson)
- Media consumption/ Audience profile research (ie, MLI)
- Market research
- Special events and seasonal considerations
- Local market knowledge

Media Objectives (see The Planning Trade off next page)

- Who do we want to reach?
- How many people do we want to (Reach)?
- How many times do we want to talk to them (Frequency)?
- What flight pattern is required?
- What environment is most compatible to:
 - The target
 - The creative message
- Are any media vehicles more cost efficient than others?

Media Selection (see pages 24,25,26)

- Which media vehicles will provide the reach required?
- Which will provide the frequency?
- Which will best provide the creative requirements?
- Which best cover the geographic areas to be targeted with minimal waste?

Media Strategy (buying strategy)

- Ad/ commercial sizes to be used
- Days/dayparts within each purchase cycle
- Program/editorial environments to be selected

Media Budget

- Estimated costs/ activity over advertising year