

MEDIA STRATEGY

Target audience--profile primary and secondary audience groups, use variables appropriate to media selection, match with media categories and vehicles which selectively reach prime prospects

Geographic emphasis

Selected markets

Levels of market support--BDIs, CDIs, market weight

Media objectives

How media must contribute to marketing, advertising, creative goals

How messages should be distributed among prospects through time (reach, effective reach, frequency, continuity, number of markets), justify

Creative requirements--media attributes most likely to improve message effectiveness, how do creative decisions influence media choices

Activity of key competitors--budgets, strategies, media and market effects

Media categories which accomplish goals most effectively; within media categories, media classes, sections, dayparts, formats, that should be used--highlight creative, exciting, innovative uses of media

Schedule timing--introductory, roll-out, sustaining, heavy-up, seasonal (lead, parallel), pulsing, flighting, continuity, competitive (neutralize, offset, combat, avoid)

Duration (start/stop dates)

Macro schedule--timing over entire planning period

Micro schedule--timing within segments of planning period

Budget constraints, allocation

Minimum cost of entry for each media category compared with available funds

Allocation to targets, markets, media, months, quarters, campaigns, contingency
Efficiency goals--CPM, CPP

Media vehicle options--selection criteria for matching media categories and vehicles with strategy requirements

Probability of message exposure given vehicle exposure

Efficient single/multiple target audience delivery--demographic, product use, life style, ratings, CPM, CPP

Compatible editorial/programming environment, special editions

Quality, color reproduction

Audience and circulation trends, primary versus secondary readers

Geographic flexibility

Production capability, requirements--page size, commercial length, color

Immediacy, news value

Position, location, competitive separation, clutter

Response measures

Marketing promotion support

Quantity discounts

Media imperatives

Page openings, reading/viewing/listening time/days

Qualitative, subjective criteria--reputation, credibility, copy checking, tone, atmosphere, excitement, prestige, leadership, believability, impact

Media schedules in tabular form for each target audience, media category and combination (monthly plan summaries, flowcharts)

Media vehicles purchased within media categories

Time lengths or page sizes

Insertion dates and times

Anticipated costs

Monthly plan effects--reach, effective reach, frequency, exposure distributions, GRPs, gross impressions, CPM, CPP

Yearly flowchart--media categories, vehicles, insertions, total/monthly cost, total/monthly reach, effective reach, frequency, GRPs, CPM, CPP

Merchandising value--ability to promote selected media categories, vehicles

Alternative strategies, obvious strategies not used, justify