



ROLE OF MEDIA PLANNING IN ADVERTISING PLAN

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Abstract : Advertising has now developed to be an unavoidable strategy in marketing any type of business or product. The most important part of conducting an advertisement is the medium through which it will be made. This medium is known as media and identifying and selecting this media is known as media planning. Media planning is considered as an important factor when it comes to advertising. This paper attempted to review the past literatures to create a better understanding of media planning in advertising.

Keywords – Advertising, Marketing, Media planning, .

I. INTRODUCTION

Media planning identifies and selects media sources - primarily newspapers, magazines, internet, TV and radio stations and outdoor advertising. A media planner is the one that evaluates the various media choices and strategizes campaigns to promote a specific product, service or brand. Typically, media planners are used by advertising firms.

The work of a media planner is to create a coordinated strategy for the advertising budget of a specific client. You select where, when and how frequently to display a certain ad. The more the planner can optimise – extend the meaning – the budget of a customer to reach the greatest possible number of individuals, the greater its chances of seeing results. The aim of advertising is to inform prospective consumers about and convince them to purchase the goods or services of a business. (Training et al., 2015)

Media planning is considered among the 4 most important departments of most advertising firms, and comprises of the following:

- Brand planning: it is a process in which resources are allocated in order to accomplish a business goal that leads a brand closer to achieving a valued future vision.
- Account management: It helps in creating the connection between the consumers and the agencies. With the help of account management, the account manager supervises the connection between the agency and client, defines the requirements of customers, what they want to accomplish in the short and long term – and ensures that the agency delivers. Account managers are primarily responsible for promoting customer relations; working with "Sales and Marketing Teams" for preparing presentations, sales pitches; designing marketing policies and media proposals; handling customer communications and reporting; communicating customer agendas with other staff.
- Creativity: Creative publicity is considered in action when various creative people work together as a team to create a campaign or a commercial that conveys a brand or non-profit narrative creatively and effectively. The ad for users on a web page, application or other digital environments is a creative thing. To serve advertisements, creatives must be attached to line items. They may also be added to a subsequent line item in the creative library. Creative people are constantly linked to advertisers.

1.1 Creating a Media Plan

The aim is to reach target consumers, especially the one who is most potential and is very much likely to make the purchase at that precise time. You may educate and enlighten these prospective consumers by using advertising to tell them about the company and convince them to purchase a specific product at that store only instead of preferring any other store.

To do so as efficiently and economically as feasible, it is essential to consider the following while creating your media plan:



- **Reach.** Among the 2 most essential variables is how many individuals you want to meet within a certain time period, like a week or a month.
- **Frequency.** The second most significant element is frequency, which represents the total number of times the announcements were view the total number of times the consumers view the announcement. The greater the number, of course, the better, but also the expense. You may wish to run an ad every morning in your local newspaper, for example, but the cost of a buy may surpass your yearly budget.
- **Cost-per-thousand.** One method of measuring the cost of advertising is to split the entire cost of advertising into a given outlet by the thousands of consumers in the medium to get the cost per thousand. You would split the cost for newspapers and magazines by total subscribers. You would separate blogs by subscribers.
- **Selectivity.** You may want an assessment of how effectively the media source reaches your specific prospect depending on how focused your product is. For instance, Rolls Royce advertising via the local newspapers will draw attention, but what percent of newspaper subscribers are likely to purchase on the target market? A number may be too small to make sense.
- **Impact.** How many senses can reach the media outlet? Magazines may attract sight and scent (with these fragrance inserts), while websites can attract sight and sound. The same goes for TV. One must examine the most significant senses on the buying choice of a client .

Media planning is a science intended to produce the highest sales of all your company's advertising.

1.2 Advantages of Media planning in advertising

There are numerous advantages of Media planning in advertising. Few among them are described below:

- i. Ad campaigns will help in initiating and staying more organized
- ii. It helps to start the campaign and also allows in keeping the tract of the associated budget
- iii. The conducted research will permit the organizer in attain a better understanding of the target audience that increases the effectiveness of the targeting.
- iv. It will also provide with a firm grasp over the doings of the peers.
- v. It will provide the creator of the campaign with benchmarks which will be very valuable for conducting campaigns in future.

1.3 Elements of the media plan

In general, media plan constitutes of 4 key elements:

- **Research and analysis:** This refers to the target audience for the product, the leading market players, colleagues and the past experience attained from running the campaigns.
- **Marketing goals and KPI(s):** The primary business objectives and analysis will be used to assess success, from conversion rates to metrics in social media.
- **Media strategies:** The budget, the optimum media (both payable and unpayable) to avoid, key messaging, CTA (call for measures), requirements, supply and schedule.
- **Implementations, assessments and measurements:** When and how you start, monitor and evaluate the success of the ad campaign.

1.4 Media planning process

The below mentioned approach is followed by the process of media planning:

- i. Conduct investigations and analyses. Conduct exclusive meetings along with the stakeholders for discussing the past campaigns. Determine intended geographies and audiences.
- ii. Define and capture your goals and KPIs in your media strategy.



- iii. It is important to create the budget and a tracking facility to track the budget. Create your main messaging, CTA and specify your schedule and deliverables. Capture it all in your media strategy. Reach media outlets or collaborate with media strategists. All the future actions must be mapped before bringing them in action.
- iv. Launch and monitor the ad campaigns regularly: It must be noted that which actions worked and which didn't and there must be a needfull modification within the approaches. Do A/B tests to determine whether different images or headlines produce better results. Measure the final results at the end of the ad campaign in terms of how well your KPIs met

Media purchases are what occurs once your media strategy is finished – they work together. Media planning establishes the media purchasing criteria. Media purchases include the evaluation of all media publicity options within the budget parameters for identifying the audiences, ad types and media channel combinations to deliver the best results and then purchase the ads. Brands often purchase advertising media with media planners. The emphasis of media purchases is on paid media. (Kelley, 2004)

Paid media and unpaid media collaborate to promote your company or product. Digital advertising and conventional advertising include paid media (TV, radio, outdoor, etc.). Unpaid media covers items such as organic social media postings or blogs that you control the message, but don't have to pay for posting. In your media strategy, both paid and unpaid media should be detailed.

II. LITERATURE REVIEW

(Barker, 2014) Media planning is challenged by increasing digitalization and proliferation of media vehicles, resulting in a dispersion of the target audience, and by the selection of the most efficient media channels through which to provide successful marketing message.. Soberman (2005) said it provided marketers with the chance to utilise better data to create more successful media plans, but the targeting remained a challenging and demanding process (pp. 428). Many authors have confirmed that these changes strengthen the complex, silo-powered, intramedia planning environment in which isolated channel decisions may be made via unrelated and unrelated mediation measurements that complicate cross-media strategy and budget allocation (Assael, 2011; Egan, 2014; Havlena, Cardarelli, & De Montigny, 2007; Schultz, Block, & Raman, 2009b; Taylor, Kennedy, McDonald, & Larguinat, 2013). The study assesses how fundamental decision-making processes for media selection such as targeting and effective frequency modelling change and if a new planning process framework can be developed for integrating such media choices and improving the provision of cross-media efficacy.

(Journal, 2016) The media function has always been regarded the least significant advertising agency. The ad firms provide assistance to handle customers' practical issues in the media. Although advertising agency media divisions had little involvement in planning before, things are changing rapidly. Things changed a lot now. Since there was some difficulty within the advertisings, expansion of advertising media, and the economic implications of media selection, the media planning process has become important. The ad-agencies' media planners best strive to produce outcomes for their customers by selecting the appropriate media, in order to maximise their advertising efforts. The ad agencies examine the approach of rivals for self-strategic assessment of their media planning throughout the media planning process. The effectiveness of media planning relies on the media planners' knowledge of and anticipation of their media activities. "Undertaking or identifying the efforts of the competition allows media planners to anticipate their movements more clearly" (Arul.2011). The achievement of media planning relies on the knowledge and timeliness of media planners in the market, the choice of rivals, availability of actions for media planners and their competitors. It allows planners to create a successful strategy. Considering the above, conclusions of the current study highlight that an appropriate analysis of the media budget, the strengths and weaknesses of communication, communication strategy and competitive sales promotion strategy are vital to the development of efficient media planning and implementation strategies to counter increased competitiveness.

(Sommer & Marty, 2015) Brand management in the media business is long established. However, there is limited study on the importance of a media business brand in the process of media planning. We propose that the brand's relevance is related to other qualitative criteria from a theoretical viewpoint. Our research findings



indicate that the media brand is the most crucial in specialised advertising, premium marketing, magazines and journals. In conclusion, we offer implications for brand management by media firms to take full use of their brand potential.

(Lee & Kerbache, 2011) The Internet, the newest and fastest expanding media vehicle accessible for advertising, has emerged as the perfect medium to advertise goods and services on the worldwide market. In this paper, the authors offer a model for Internet media planning, the primary goal of which is to assist marketers estimate the return from internet expenditure. Using data available, such as Internet page viewing and advertising performance data, this model helps not only to optimising the schedule of Internet advertising but also to set the appropriate Internet advertising pricing on the basis of the exposure distribution features of websites. The authors test the model by providing data from the Korean market research firm KoreanClick, which is specialised in measuring the Internet audience. The optimum length of the sites offers a few helpful information. The results differ with existing methods in web media planning and the authors show the potential economies that may be realised by using their methodology.

(Papí-Gálvez, 2015) Today, internet media is a fantastic advertising option. New media strategy gives new methods of reaching customers via advertising, but also adds complexity. The ability of the online media to communicate and the increasing usage of this medium by certain users opens the discussion about the need to reconsider the approach of 'conventional' media planning whose structure and work processes were established when the media were offline. This article thus provides an overview of the impact of the new media on advertising media planning. To that aim, first of all, the present situation is described, evaluating Internet penetration and advertising expenses. It also illustrates the major online media in their closeness to the idea of the offline advertising media strategy. Secondly, this paper discusses the difficulties of assessing the new media as a sign of the impulses of a model shift. Finally, the essay shows several patterns offered as drivers of change. But after this study, the point arises that such elements do not alter the nature of advertising media planning, and it is doubtful if we can talk about a crisis, or whether new media demonstrate the need to include media planning in this new situation.

(Sudbury & Tariq, 2010) Recent attention has been paid to the idea of IMC and a number of research models associated with media planning in academic literature. Marketing academics were also criticized because of undervaluing the practice associated with media planning. This article starts by examining existing IMC and media planning literature before describing an exploratory survey to determine attitudes of advertisers to IMC and to contemporary media strategy. The article ends by comparing theory and practise.

III. CONCLUSION

This review was conducted in order to ascertain the gap between theory and practice in media planning. It was found that media planning in advertisement has grown as the primary way to promote the sales of a business. In addition, it promotes and explains the product to the customer and allows them to make a comparison with other product of similar genre. Media planning helps in shaping the behaviour of the customers and creates a demand for their products. However, there are many businesses that do not understand the value of media planning in advertisement. This creates a demand for evaluating the perception of both customers and business executives. This will help in routing the media planning towards the path of business growth.

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