



Mountain Top University

Empowered to Excel

College of Humanities, Management and Social Sciences

Department of Mass Communication

Course Title: MCM 224

Course Code: Media Planning for Advertising and Public Relations

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MCM 224 - Media Planning for Advertising and Public Relations
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Course Description

- This is the preparation of PRAD media plan, analysis of various media vis-à-vis target audience reached and the frequency of reach. A detailed examination and consideration of factors affecting or influencing media buying and matching of media with market, target audience and segment.

Course Outline

- 1. Media Objectives**
- 2. Marketing Efforts**
- 3. The Aspects of Value**
- 4. The SWOT Analysis**
- 5. Marketing Mix**
- 6. The USP**
- 7. Market Research**
- 8. Understand each medium**
- 9. Evaluate media options**
- 10. Calender and options**
- 11. Choosing the Media Strategy**
- 12. Working with the Media**
- 13. Writing a media Plan**

Media objectives

To grow a business through advertising and promotion, it requires a plan. Determining the marketing objectives is about finding a way to connect your overall business goals with your marketplace is all about finding a direction that leads you somewhere you want to go.

- The first essential steps of advertising are:
- Analyse your market,
- Determine your objectives,
- Set your strategy,
- Review the competition.

Marketing Efforts

- The marketing effort starts with defining what your business is in a chronological order. Some of the marketing efforts are:
- Audience profile
- Product or service offering
- Geographic terrain
- Technology
- Plans for growth
- Philosophy/self-concept.

Aspects of Value

Value is also known as consumer perceived value. It is the difference between a prospective customer's evaluation of the benefits and costs of one product when compared with others. Value may also be expressed as a straight forward relationship between perceived benefits and perceived costs. The basic underlying concept of value in advertising is human needs.

- **Functional value.** This type of value is what an offer does, it's the solution an offer provides to the consumer.
- **Monetary value:** This is where the function of the price paid is relative to an offering's perceived worth. This value invites a trade-off between other values and monetary costs.
- **Social Value:** The extent to which owning a product or engaging in a service allows the consumer to connect with others.
- **Psychological Value:** The extent to which a product allows a consumer to express themselves or feel better

Types of Value

- **Form and function:** This includes whether the item is consistent with a person's self image. It also includes how well the item performs, how easy it is to use, and other characteristics that are tangible.
- **Time:** This has to do with having the product or service available when a customer wants it. If you are out of stock when a customer comes in to buy, your offering loses value compared to that of your competitor who has the item in stock. If you run a repair business, can you respond to an emergency.
- **Place:** This has to do with where the product or service is available? Is your place of business easy to get to? Is parking available? Will you deliver to your customer's place of business? In other words, does your location make it easy for people to do business with you?
- **Ease of possession:** This includes price, credit terms, and guarantees that make taking your offering simple and reassuring to your customers. They want to be sure that their purchase will perform and that they are getting a fair price. If they do not feel comfortable on these points, they will deal with someone else.

The Market Mix

This comprise of the 4ps which are the:

- The Product,
- The Price,
- Place, and
- Promotion

Markets have been using this model to describe marketing activities. This analysis is detailed in the marketing plan. The marketing mix is closely related to the aspects of value. However, the 4 aspects of value describe what a producer is offering your customer whereas, the 4 Ps describe your offering from the perspective of internal operations.

The USP

- This was invented by Rosser Reeves in 1950s. His ground rule for making up the USP still hold today. The USP means Unique Selling Proposition. In determining the USP of the product, it holds that all advertising must have a proposition to the customer. That is, if a customer buys a certain product, this satisfaction will be derived. The proposition is intended to be unique from other competitors. This ideal factor is what is promoted in advertisements. The USP should be brief and clearly stated.

Market Research

The purpose of market research is to find out subtler truth. Market research can help you spot opportunities and problems. It can provide useful information from the data gathered from such exercises.

Research can be primary or secondary. Primary is the direct information from the market while secondary is using the available information. Both primary and secondary market research could use two techniques which are:

Quantitative and Qualitative methods. Qualitative method requires gathering data through surveys or random sample that represents the universe that you are studying while qualitative requires using focus group and telephone surveys that include open-ended questions.

Understanding each Medium

There is an array of medium to choose. The trick is finding the right combination to reach your audience. Your immediate plan will probably rely on the combination of several media. For example, using radio to build awareness of network and using the newspaper to deliver the details of the product.

Evaluate Media Options

There is no easy way to do a numerical calculation precisely which media will deliver the result you really want. In evaluating media options, we have qualitative and quantitative ranking. Media planners uses spreadsheet comparison a great deal. That is the cost per thousand ranking based on circulation which helps to compel one medium to another. Quantitative statistics helps to compare options within a media category. Quantitative ranking looks at the options from qualitative perspective. Does this medium have the ability to advertise your message, is the editorial value strong, will the medium you are using reach your customers adequately? It particularly deals with the characteristics of your product.

Choosing your media strategy

- You must balance your desires for which frequency and continuity of timing. Since almost no one can afford to reach an ideally broad market with the maximum frequency without a break in the schedule. Your creative moment lies as you move from analysis into action, that is, matching strategies to goal. The following factors are used to determine the media strategy.
- Reach
- Frequency
- Timing

Writing the media Plan

In working with the media, you will need the following:

- Know your product,
- Know your audience and the terrain which you are located,
- Know the media which you are located in,

When you are working/planning, work within the budget. When you have limited budget, go for the most appropriate media that will capture your most desired audience.

When writing your media plan, you can use the journalist' style of 5W's and H.

- What-state your thinking regarding the creative strategy if the advertising plan is in support of a promotion, you state it clearly.
- When-state the timing strategies. It is also here that you explain your rationale (position or aim).
- Where-your target market and specific media you have chosen.
- How-make a statistical statement about describing how each medium will be used.

Choosing the advertising strategy

The advertising strategy will take the following into consideration each of the following elements.

The sweeping statement about business and your industry. This also deals with creating advertising execution base and your conclusion in each of the options below.

1. Marketing strategy
2. Media plan
3. Product to service
4. Marketing perceptions
5. Positioning strategy
6. One thought to take away
7. Image advertising versus response efforts
8. Sales cycle
9. The must-have list

The 5 dimensions of Advert Strategy

- When you want to learn how to take your complex story look simple, fill out the strategy template.
- Identify your target market.
- Define the product to be advertised.
- Make a promise.
- Support the promise with a key benefit.
- Describe your tone.

