

Media Schedule for All Campaigns

The media planner should then prepare a media schedule. When determining the media schedule, he has to decide if the organization will have an on-going campaign throughout the year, or if it'll only have the budget to advertise during the launch (and perhaps periodically thereafter). The ultimate decision is the ongoing return. Media scheduling refers to the programming of media insertions. Media scheduling depends upon a number of factors such as:

- Nature of product- consumer usable, durables or industrial
- Nature of sales-whether seasonal or regular sales.
- Product lifecycle- whether introduction, growth, maturity or decline.
- Pattern of competitor's programmes.
- Entry of new competitors.
- Availability of funds for advertising.

This involves the scheduling and timing of advertisement. The schedule shows the number of advertisements that are to appear in each medium, the size of the advertisements, and the date on which they are to appear. There are many ways of scheduling any advertising programme. No single way can be said to be best for all advertisers. Each advertiser must prepare a specific schedule most suitable for its market and its advertising objectives.

What may be good for one advertiser and his product may be bad for another. Even for the same advertiser, the best at one stage of the product life cycle may not be suitable at another stage. An advertiser, for example, may schedule to buy six pages space in a monthly consumer magazine. Alternatively, he may buy one-page space every month for the first three months; then he may not buy space for the next three months; and then again take one-page space every month for the next three months. There may be a variety of schedules of advertisements.

The last method of scheduling is known as the wave method, or the flighting method. In flighting, advertisements are bunched with the intention of providing a concentrated impact. The other method is the blitz schedule. The insertion of double-page advertisements in three consecutive issues of a magazine is an example of the blitz schedule. There are many more methods of bunching advertisements. However, the purpose of bunching is to provide concentrated impact with a single issue of the publication.



Advertising media scheduling

Scheduling refers to the pattern of advertising timing, represented as plots on a yearly flowchart. These plots indicate the pattern of scheduled times advertising must appear to coincide with favourable selling periods. The classic scheduling models are *Continuity*, *Flighting* and *Pulsing*.

Continuity

This model is primarily for non-seasonal products, yet sometimes for seasonal products. Advertising runs steadily with little variation over the campaign period.

There may be short gaps at regular intervals and also long gaps—for instance, one ad every week for 52 weeks, and then a pause. This pattern of advertising is prevalent in service and packaged goods that require continuous reinforcement on the audience for top of mind recollection at point of purchase.

Advantages:

- Works as a reminder
- Covers the entire purchase cycle
- Cost efficiencies in the form of large media discounts
- Positioning advantages within media

Program or plan that identifies the media channels used in an advertising campaign, and specifies insertion or broadcast dates, positions, and duration of the messages.

Flighting (or "bursting")

In media scheduling for seasonal product categories, *flighting* involves intermittent and irregular periods of advertising, alternating with shorter periods of no advertising at all. For instance, all of 2000 Target Rating Pioneered in a single month, "going dark" for the rest of the year. Halloween costumes are rarely purchased all year except during the months of September and October.

Advantages:

- Advertisers buy heavier weight than competitors for a relatively shorter period of time
- Little waste, since advertising concentrates on the best purchasing cycle period
- Series of commercials appear as a unified campaign on different media vehicles



Pulsing

Pulsing combines flighting and continuous scheduling by using a low advertising level all year round and heavy advertising during peak selling periods. Product categories that are sold year round but experience a surge in sales at intermittent periods are good candidates for pulsing. For instance, under-arm deodorants, sell all year, but more in summer months.

Advantages:

- Covers different market situations
- Advantages of both continuity and flighting possible

Types of Media and Their Characteristics

In terms of overall advertising expenditures, media advertising is still dominated by Press and television, which are of comparable size (by value of 'sales'). Posters and radio follow some way behind, with cinema representing a very specialist medium.

Press

In the United Kingdom, spending is dominated by the national & regional newspapers, the latter taking almost all the classified advertising revenue. The magazines and trade or technical journal markets are about the same size as each other, but are less than half that of the newspaper sectors.

Television

This is normally the most expensive medium, and as such is generally only open to the major advertisers, although some regional contractors offer more affordable packages to their local advertisers. It offers by far the widest coverage, particularly at peak hours (roughly 7.00–10.30 p.m.) and especially of family audiences. Offering sight, sound, movement and colour, it has the greatest impact, especially for those products or services where a 'demonstration' is essential; since it combines the virtues of both the 'story-teller' and the 'demonstrator'. To be effective, these messages must be simple and able to overcome surrounding family life distractions.

Radio

Radio advertising has increased greatly in recent years, with the granting of many more licenses. It typically generates specific audiences at different times of the day—adults at breakfast, housewives, and commuters during rush hours. It can be a cost-effective way of reaching these audiences—especially since production costs are much cheaper than television, though the lack of visual elements may limit the message. In radio advertising we need to identify the timing of radio listeners, like many people listen on time when they are stuck with the traffic, and many of the listeners they listen at night time. Its 24 hours service so its help full to us .it is well established media rural areas. As one of the oldest & potential media used for communicating



with farmers and for diffusing agriculture technology. Big expansions in broadcasting industries taken place in rural areas.

Cinema

Though national audience numbers are down, this may be the most effective medium for extending coverage to younger age groups, since the core audience is 15 to 24. It is useful in rural content 29% of rural people watch cinema or matter of life style & habit short feature functions with advertisement messages, direct advertisements can be employed for rural communication.

Internet/Web Advertising

This rapidly growing marketing force borrows much from the example of press advertising, but the most effective use—adopted by search engines—is interactive.

Mobile Advertising

Personal mobile phones have become an attractive advertising media to network operators, but are relatively unproven and remain in media buyers' side lines.

Media Selection Process

Understanding the Market

To determine which medium we should use to advertise our product we must first **understand our target market**. This includes the following:

1. *Knowing who they are.* Are they consumers (all consumers (TurboTax, Quicken or Dell), or just select consumers (teenage to 35 year-old gamers (Sony Play station)), Fortune 100, small business, etc. If they are all consumers, or a large part of the population, we can use mass market medium such as network TV, radio or general publications (weekly newspaper). If they are Fortune 100 or small business we might use specific trade publications that target our same markets.
2. *Their buying process.* Is the sale simple (a package of gum that is an instant decision), or complex--requiring numerous complex presentations and layers of approvals (educational or government sales).
3. *Who are the final decision makers, along with the primary and secondary influencers.* For example, for a sales force automation decision, the final say may be the VP of Sales. However, the primary influencers may be the sales people and sales managers (who have to use it every day), plus the IT department (who has to support it). The secondary influencers may be the president (who wants more sales), the CFO (who has to finance it), and the secretary (who has to enter weekly leads).

The percentage weight of influence of each person in the decision chain helps determine which medium and publications we may target. The VP of Sales may travel (so American



Airlines magazine may work well). The Regional Sales Manager may be trying to move up (so Success Magazine may work). The IT department may need integration support (so CRM magazine may work), etc.

I typically create a matrix showing the key decision and influencers within the market and have the most market--knowledgeable internal team members (product managers, sales managers, PR, etc.) come to a consensus as to which percentage weight we should assign to each group. This process is subjective, but usually yields fairly accurate results--when the numbers come in.

4. *Where they buy.* If the target buys from retail, we may use “Run of Press” ads (co-op ads with the retailers). If the target buys from VARs or Integrators, we may use VAR Business to recruit more VARs (who in turn may use direct response mail to reach the targets). If they buy on-line--we may run direct response ads with an on-line or 800# call to action.
5. *How they buy.* If the customer buys on terms, our ads may mention financing options (cars, delayed payment).
6. *What the competition is doing.* We might use services such as Ad Scope (now TNS Media Intelligence) to compile a 12-month history of our competitor’s campaigns so we can see their media targets and either apply a blocking campaign, were we match (and counter) a competitor’s campaign, or use a separatist campaign, where we fish in a different pond entirely (assuming we know the market better than they do--which should be the case). Or we may choose to do some of both.
7. *What has worked for us in the past* (which media and ad format generated the most revenue?). This is one of the most difficult steps since most companies do not capture this information. If nothing is in place, then you must extrapolate the data from whatever sources you have. You must also fix this problem immediately and setup a complete tracking system--or you will not have the managerial information you need to determine which medium is working best (TV, Radio, Publications (and which of the publications is working best)--i.e., are you fishing in the right pond, nor will you know which ad format and message is working best (do you have the right bait). See the later section within advertising on Tracking & ROI to see how to set this up.

Understanding your customer and being able to answer each of the previous questions is the hard part. Finding media that targets our same prospect is actually the easy part.

Selecting the Correct Media

The next step is to determine which medium type (TV, Radio, Display Ads) will reach your desired targets and generate the greatest ROI. It may be multiple types--if so, you should put a % weight value on each and consider your budget accordingly.

In the high-tech market (aside from consumer electronics (PlayStations, Dell, etc.)), the most widely used advertising medium is print. Within the print medium, the most common for high-tech is trade publications (rather than the general business and consumer publications like Newsweek, Fortune, Popular Mechanics, Southern Living, etc.). Trade publications might



include PC Magazine (general market), Network Computing (corporate networking), Video maker (highly vertical video market), Gaming (obvious), etc.

The key is to find the right publication (the pond) that contains the most of your preferred target (type of fish).

Fortunately, there are several publications that can help you determine the demographics of various media and publications. For example, the Nielson Rating can tell you the audience demographics and ratings for specific network and cable stations and specific television shows. Other services like those from IAG Research can measure the performance of every ad. However, they often only measure recall within the channel, by brand, and the fit (how well it was integrated into the show). Based on these criteria, they rate as “most effective” those ads (brands) that are recalled by the most people. However, a more important indicator is not the recall scores, but the ads that actually sell and cause a change in brand preference.

You can find a fairly comprehensive on-line listing of TV, radio, newspapers, on-line, and trade magazines at Media Post. Registration is free and they even include a free on-line media scheduling tool.

If you are moving into a new market and don't know the most popular trade publications, then you will have to use media books (Bacon's is again helpful), internet resources, get help from alliances, and clients (ask what they read), or from a media buying company. If you are fairly certain of the publications you want to use, you can go to their web site (or call for a media kit) and get rates, demographics, circulation, frequency, etc.

If you talk to a rep, be cautious not to place too much merit when they say they cater to your market (I've had some sales reps try to sell me placement in a publication that was clearly not aimed at my target). The Editor in Chief understands the publication's target best since he/she must create content to appease that audience. This is one of the reasons I usually get PRs assistance in the media selection--they know who covers your space by the type and number of articles produced for your desired target. The PR group also has the editorial schedule that helps identify the target audience.

