

PAID/NON-PAID MEDIA

Introduction

Deciding the best use of paid media takes planning. That sounds like good advice, but how do you create a plan? This session will take you through the who, what, where and when of writing a plan. You will find out what key questions need to be asked to get the information you need to write a targeted, on-strategy plan.

This session also will look at the many alternative forms of paid media that can be used on the local level. Radio and television still are king, but there are a lot of other media opportunities to explore. This is where we will get a little out-of-the-box.

After we have taken a look at paid media, we'll look at unpaid media in a couple of forms:

1. Public Service Announcements (PSAs)
2. Non-Commercial Sustaining Announcements (NCSAs)

Added-value certainly can take the form of no-charge spots (PSAs), but there are a lot of other examples that can be very effective in helping to get your message out. We will explore some very effective alternatives to the no-charge spot.

After everything has run, how do you know how well you did? It's time for the post-buy report. We'll examine the components of a media buy that need to be examined to perform a post-buy.

Key Questions To Consider

To make this session more relevant to your needs, please consider the following questions:

- What information do I need to write an effective media plan, or to give to my advertising agency to aid it in writing the plan?
- How do I go about maximizing the number of PSAs I can get from TV and radio stations? What else can I do to increase added-value?
- What information do I need, and what steps should I take, to perform a post-buy?

Media Work Sheet

Campaign

Describe the basic scope of the campaign.

Occupant safety campaign using the "Click It or Ticket" creative.

Increase safety belt usage from ____% to ____%.

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Paid Media Budget

\$ _____

Target Audience

Describe the audience demographically, and include any additional information you may have on your target. Indicate any ethnicity as well.

Primary Target Audience: Men 18-34

Additional Target Information: Blue collar, tend to drive pickup trucks

Geography

List target markets in order of importance

1st _____ 2nd _____

3rd _____ 4th _____

5th _____ 6th _____

Special Considerations: _____

Flight Dates

Identify those days/weeks advertising is to run. Indicate any required hiatus days/weeks.

Wednesday 8/13 – Sunday 8/31 (15 days) – Hiatus on all Mondays and Tuesdays.

Advertising Units

	:60	:30	:10
TV	___	___	___

Radio	___	___	___
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Media Post-Buy Guidelines

A. Post-Buy Overview

A post-buy is the performance measurement of a specific media buy. When a proposed media buy is made, TV program ratings from the period when the buy actually will run are projected based on the most recent Nielsen ratings information available. For example, the media buyer will have projected program ratings for the May 2011 “Click It or Ticket” mobilization by seasonally adjusting ratings from previous books. After the May 2011 ratings data are released by Nielsen, the ratings projected by the buy will be compared to the actual program ratings from the May 2011 book.

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B. Post-Buy Report Components

The components of a media buy that should be evaluated are:

1. **Invoice Reconciliation** – Did the media schedule run as ordered in the proposed media buy? The media buyer should use the invoices received to reconcile whether the spots actually ran in the correct programs and the number of paid and non-paid PSA spots that actually ran. In addition, the invoice review will identify if the media buy delivered the appropriate daypart mix. The media buyer should identify the results of the invoice review in the post-buy report.
2. **Audience Delivery (GRPs)** – The proposed media buy should have indicated the projected audience ratings (GRPs) for each TV program purchased. Once the buy has run, and the ratings book (Nielsen – TV) is published for the time period you purchased, the state, or its agency, should report if the programs/spots purchased actually delivered the number of rating points (GRPs) that were projected.

The objective is to deliver plus or minus 10% of the GRP goal in the proposed media buy (90% - 110%). If your media buy delivered only 80% of the projected GRPs, it means that the proposed buy may not have reached the audience enough times to achieve the campaign goal. The media buyer should be required to negotiate make-good media-weight for the under-delivery. The make-good spots should be scheduled during your next paid media flight.

3. **PSAs (Non-Paid)** – If the goal is to have the station provide one non-paid PSA for every spot purchased (1:1) but it delivered only one spot for every three spots purchased (1:3), the state has an opportunity to negotiate additional PSAs during the next flight. The post-buy report should identify the ratio achieved for non-paid PSAs to paid spots.

C. Post-Buy Techniques

Post-buys are typically evaluated from station affidavits using the exact times the spots ran. The exact time is measured against the ratings book to determine the delivery of the actual programs purchased. If you, or your agency, do not have the media buying software to run a post-buy, most TV stations can do it for you or your agency.

D. How a State Can Use Post-Buy Results for Future Planning

1. A post-buy can help with station negotiations. If a station consistently underperforms (i.e., its programs deliver lower ratings than projected), your media buyer can negotiate for make-good media to run concurrently with your paid media schedule.

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2. The post-buy also can help with future negotiations for spot placement. Local broadcast TV commercials generally run during the half-hour breaks (9 p.m., 9:30 p.m., 10 p.m., etc.). The ratings can vary significantly based on which half-hour break the commercial ran in. Consistently poor placement of spots can have a negative impact on the overall media delivery of the buy. Therefore, in order to be included on an upcoming buy, a station may agree to guarantee placement of your spots to traditionally higher performing half-hour break positions.
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THE MOST EFFECTIVE PAID MEDIA TO REACH TARGET AUDIENCES

Introduction

Every medium has its own attributes, its own strengths and weaknesses. Some offer broad-based coverage, while others are very targeted. They may be the bedrock of an advertising campaign or be looked upon for secondary media support.

Television, for example, is almost always considered a primary medium, with the ability to deliver an advertising message to virtually everyone. However, with careful planning and analysis, television can be used to focus more sharply on specific target segments and particular communications objectives.

Key Questions

To make sure you are considering, and ultimately purchasing, the most effective media to meet your communication objectives, ask yourself:

Whom do I want to reach?

The answer to this question will dictate how your media plan will be developed. It is extremely important to first understand whom your target audience is from a marketing point of view. A simple age and sex demographic description does not tell you whom your target audience truly is. For example, in the case of occupant protection, the target audience in some cases has been described as “young males who do not wear their safety belts when riding in a motor vehicle, especially those who drive pickup trucks.” This target tends to skew more blue-collar, and the programming selected to reach them can be different than that used to reach a general male 18-34 target.

Many television and radio stations, as well as cable systems, subscribe to syndicated qualitative research (Scarborough, Media Audit) that can be very helpful in identifying the most effective media to use based on your marketing target audience description. They also can supply you with the demographic performance information from Nielsen (TV) and Arbitron (radio).

What's the budget?

The media budget must be compatible with the objectives. Media plans can be designed to reach broader targets (such as adults 18+) or narrower segments (such as men 18-34). In the case of television, the narrower target description (men 18-34) requires greater selectivity of programming that specifically skews to the target. This is almost always more cost-effective; the extent of the differential is based on audience availability, programming that satisfies the target delivery and marketplace supply and demand. Knowing this, the planner must take a realistic look at the media the budget will afford. A lower budget may require focusing on less expensive — but highly targetable — cable TV programming (Comedy Central, TNT) rather than on broadcast TV outlets (Fox, NBC).

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Other Questions

In addition to targeting the audience you want to reach, and knowing how much money you have to spend, the following questions can help you find the most effective media to reach a particular target audience:

What level of communication do you want the campaign to achieve?

Are you looking for higher reach (talking to as many members of your target audience as possible) or higher frequency (talking to members of your target audience as many times as possible)? In the case of “Click It or Ticket” and *Drive Sober or Get Pulled Over.*, the advertising campaign is just two weeks long. Due to this very short advertising period, your strategy should focus on building frequency in delivering your message to the appropriate audience. Remember, we are trying to effect a change in behavior. Repeat exposure to the advertising message is needed to do this.

Will the plan use one medium or several media?

If more than one, do you have a sufficient budget to enable you to use each medium effectively? For example, if your plan calls for building frequency, you do not want to over-commit to prime-time programming with broadcast television, which gives you great reach but is probably too expensive to deliver the frequency you want. Husbanding dollars by using less prime-time programming should allow for a cable and/or radio effort to build frequency on top of your broadcast base.

How long will the schedule run?

A short campaign dictates use of those media that build their total potential audience quickly. For example, TV and radio can achieve a large measure of their total reach potential in two weeks, while a weekly magazine can take as much as 10 weeks.

When do you want it to run?

Local TV viewing levels vary from season to season for most target groups in most dayparts (prime time, late night, etc.). Some of these shifts may be very pronounced, especially in the summer. Therefore, identifying these conditions is critical to choosing the correct medium.

Where will it run?

Knowing where your target audience is physically can greatly affect your choice of medium. If your target is clustered in counties that are part of another state’s designated marketing area (DMA), then a localized cable TV effort may be the best way to geographically target this group as opposed to buying the large-market radio or broadcast TV stations in the adjoining state.

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Resources

- MRI or SMRB (National media, product usage and audience lifestyle research)
 - Scarborough or Media Audit (Local media, product usage and audience lifestyle research)
 - PRIZM (Geo-demographic research)
 - Nielsen NSI (Local market TV ratings)
 - Arbitron (Local market radio ratings)
 - Nielsen Net Ratings (Internet usage research)
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ANALYZING A STATEWIDE MEDIA PLAN

Introduction

State media buy plans come in many different shapes and sizes. Some provide very basic information while others are extremely detailed. In any case, the key is making sure that the person who writes the plan has the appropriate information before beginning.

Getting Started

If you are working with a PR or advertising firm to develop the media buy plan, here's what it needs to know before it begins:

- Primary (and secondary) target audiences
- Flight dates
- Markets (prioritized)
- Media weight (gross rating point/GRP) goals
- Budget
- Key Marketing Objective
- Communication Goals
- Creative Brief

Evaluating the Plan

On a very basic level, the plan is evaluated on how well it addresses the areas listed above. But to really know if it is a good plan, you need to dig a little deeper. Therefore, in addition to target audience, flight dates, markets, and GRP goals, you should look at the following:

- How well the proposed TV programs or cable TV networks reach your target audience. For example, the target audience for the Occupant Protection and Impaired Driving Enforcement Campaigns is men 18-34. Typically, broadcast TV programming such as local news, Oprah, or daytime "soaps" do not deliver the male 18- to 34-year-old very effectively. Among cable channels, Comedy Central and Spike TV are very efficient in reaching this target, but HGTV and Lifetime would not be.
 - In some cases the viewing habits of an 18-year-old may be different from those of a 34-year-old. Therefore, before making the buy, you may want to review additional research data to break out your target audience age cells (i.e., men 18-24 and men 25-34) for the programs you plan on purchasing. This will let you know if the audience delivery is relatively even between the two groups.
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- Since radio is listened to and purchased based on formats, be sure the proposed formats are a good fit with the target audience. Using men 18-34 as the example again, classic rock and alternative rock are usually very efficient, while news/talk and gospel/Christian radio formats are typically not very efficient.
- Once the geographic markets are prioritized, be sure the plan delivers sufficient media weight (GRPs) in each market. If not, you should consider eliminating lower priority markets and reallocating the dollars from those markets to ensure that you have scheduled enough media weight in the priority markets to make an impact.
- While using multiple media (TV, radio, etc.) is very important to a successful campaign, make sure you schedule adequate media weight for your primary medium before adding a secondary medium. If not, you will not reach your target with enough frequency to effect behavioral change.

For example, your media plan might include broadcast and cable TV and radio, but your budget only allows you to schedule a total of 75 GRPs per week on broadcast TV, 50 GRPs per week on cable and 75 GRPs per week on radio. Assuming broadcast TV is your primary medium, you would be better off eliminating cable or radio from the buy and reallocating the dollars to broadcast TV. This would enable you to increase your GRPs on broadcast TV to a more effective level.

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Other Helpful Tips

- The TV (broadcast and cable) media weight goals established by NHTSA for a two-week campaign are usually 100-300 GRPs per week.
 - Radio media weight goals for a two-week campaign are 100-200 GRPs per week.
NOTE: This is based on radio serving as a secondary medium.
 - Frequency is critical to affecting awareness and behavioral change during a short flight. Therefore, if you have a limited budget, consider scheduling broadcast programming that reaches a smaller number of your target audience, but enables you to reach them more times (for instance, go with the less expensive late night programming vs. more expensive prime programming because you get more frequency/spots even though you get less reach). In addition, due to a lower unit cost, cable TV programming also will enable you to increase the frequency of your schedule.
 - Sports programming typically costs more than traditional programming because it has a higher composition of men 18-34 (who are hard to reach), is more specialized, and has less available inventory (spots available to purchase). This doesn't mean you should not consider using sports in your plan.
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WHAT IS ALL THAT FOREIGN LANGUAGE?

Introduction

“Media speak” does not have to seem like a foreign language. Whether it’s a station rep, a media buyer or your PR firm, once you know some of the terminology used by media professionals, you’ll feel more comfortable dealing with them and making decisions that help you reach your communications goals.

Terms That Count

When evaluating a media plan, developing a media buy, or negotiating a buy with a station, here are some terms and acronyms that will help you:

Reach: The number or percentage of a population group (e.g., men 18-34) exposed to a media schedule within a given period of time.

Frequency: The average number of times people (or homes) are exposed to an advertising message or campaign.

Gross Rating Points (GRPs): Each TV program or radio daypart delivers a specified number of rating points. GRPs are the total of all ratings delivered by a given media buy or schedule. For example: If you purchase eight programs that each have a rating of 10 and six programs that have a rating of 5, then your schedule would deliver $80 + 30 = 110$ GRPs.

Cost per Point (CPP): The cost of an advertising unit (spot) divided by the average rating of that unit for a specific demographic group. A rating or rating point is 1% of the total target audience (demographic group) in a given market (e.g., Orlando or Dallas). It’s often referred to as the cost of purchasing one rating point. For example, a unit or spot that costs \$1,000 and delivers a “men 18-34” rating of 10 has a CPP of \$100 ($\$1,000 \text{ spot rate} / 10 \text{ rating} = \100 CPP).

Flight: The dates in which a campaign is scheduled to run.

Daypart: Time periods of the broadcast day. For example, TV dayparts are Daytime (9 a.m.-4 p.m.), Early Fringe (4-6 p.m.), Prime Time (8-11 p.m.), Late Night, etc. Radio dayparts are Morning Drive (6-10 a.m.), Midday (10 a.m.-3 p.m.), Afternoon Drive (3-7 p.m.), Evenings (7 p.m.-midnight), etc.

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Some additional terms that will turn you into an old pro:

Billboard (BB): In broadcast, airtime (generally 2-10 seconds in length), usually given at no cost to an advertiser. It is generally offered to advertisers who purchase multiple commercials within a program.

Bonus Spot: A free announcement or commercial provided by a TV or radio station to an advertiser as value-added for running a schedule (your paid commercials) with the station.

Make-Good: Replacement of a spot missed or incorrectly scheduled by the station, with a spot of equal or better ratings and dollar value.

NCSA (Non-Commercial Sustaining Announcement): A hybrid between a public service announcement and a regular commercial advertisement designed to assist states and non-profits with broad-based public awareness campaigns.

Post-Buy: A performance measurement of a specific media buy. Post-buys are used to determine that you received the media elements that were purchased.

Public Service Announcement (PSA): A commercial or liner that promotes programs, activities or services regarded as serving the community interest. They mostly are carried by stations free of charge, but while paid spots are scheduled at specified times, PSAs are broadcast at the station's discretion.

Value Added: Any promotional or advertising unit (program sponsorships, liners, no-charge spots, print ads in the station's promotional materials, etc.) where the cost is more or less absorbed in the media buy. Value-added promotions or units are usually offered as a reward to good advertisers and are provided at no additional cost.

You have now completed Media Speak 101 and it's time to go out and work with your agency to schedule a value-added billboard in a daypart that delivers additional GRPs against your target audience. And, if you are lucky, the station will offer you some bonus spots in addition to your automatic make-goods in an effort to increase your reach and frequency.

The Media Work Plan

Why do we need a Media Work Plan?

1. To aid and direct the planner in developing strategically sound media plans that agree with the marketing and advertising goals.
 2. Explains to the client and obtains client involvement and agreement on the objectives and issues that will impact on the media plan.
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What is a Media Work Plan?

It is:

- A document which identifies the marketing conditions that impact on the formulation of media strategy
- Identifies media strategies that best can accomplish the marketing objectives
- Describes execution recommended for fulfillment of the media strategy

How is a Media Work Plan Set Up?

It is structured in a logical progression:

1. Marketing Background
2. Strategic Decision Summary
3. Execution

What information is required to construct a Media Work Plan?

- Working media budget
- Target audience (Segmented by primary, secondary, etc., if possible)
- Seasonality/Scheduling/Flight requirements
- Geographic definition (Markets should be ranked in priority order)
- Key marketing objective
- Other factors deemed relevant to planning

Media Strategy & Execution

These elements should be part of the plan –

- Target audience
 - Flight dates
 - Geographic definition
 - Mediums considered/recommended and rationale
 - Weight levels by market
 - Recommended networks/programming/formats
 - Describe advertising units (:10, :30, bulletin, banner size, etc.)
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