

The following sections of a Media Plan apply to industry standards. For the collegiate level, there are sections that are important to know, but do not necessarily apply to a media plan that you may produce for class work. Everything should be taken into considering, but several parts are for your working knowledge only, and do not apply because of the limited resources we have. However, everything is essential for a good working knowledge of the media process. The information following is a quick synopsis of the a media plan, all technical words and terms are covered in the terminology section of this website.

Parts of the Media Plan:

## **EXECUTIVE SUMMARY**

Key information on marketing, advertising, media situation  
Key advertising recommendations--target audience, budget, creative, media

## **MARKETING SITUATION**

### **Marketing Goals**

Current sales and market share  
Sales and market share goals

### **Consumer Target Markets (Market Segments)**

Why consumers buy (needs, goals, problems, motivation, constraints, perceived alternatives, individual factors, social and cultural factors)

### **Primary consumers**

Demographic characteristics  
Geographic concentration  
Product usage patterns (individual and total)  
Purchase habits

### **Business Users**

Principal industry categories (type of business)  
Size--sales, shipments, assets, number of employees  
Purchase decision-making process (who, how)

### **Distributors**

Number and type of distributors  
Amount of product distributed through each type

### **Potential Markets**

--consumer, business, distributor groups not currently in market system

### **Market Opinion Leaders**

--individuals who influence target market, but are not themselves target market members

### **Non-market Publics**

(Public Relations audiences)

### **Internal publics**

--employees, stockholders

### **External publics**

--voters, pressure groups

## **PRODUCT(S), SERVICE(S)**

### **Physical product/service**

--unique factors, competitive differences, problem-solving attributes, physical makeup, varieties, operation, manufacturing process, packaging, capacity, output cost, installation, service, flexibility, warranty, delivery, credit terms

### **Proposed product/service changes**

--advantages and limitations

### **Perceived product attributes**

### **Pricing**

Selling price, costs, profit margin

Competitive prices and norms

Price incentives

Discount structure

### **Distribution channels**

Structure, volume

Problems and conflicts

Special agreements

Product availability

### **Promotion**

#### **Promotion expenditures**

Nature, relative importance, effectiveness of promotion elements--personal selling, advertising, sales promotion, publicity, public relations

## **Marketing Resources and Constraints**

Capital resources (dollars, physical plant)  
Executive and/or sales force experience, abilities, attitudes  
Special consumer/user loyalties  
Distributor loyalty and support  
Patents or technology denied competitors

## **Market Potential**

### **Market definition**

--products and areas included

### **Industry/segment, competitive and own sales**

--size/share (units or dollars), past and expected growth, segment size, distribution and growth, seasonal patterns (percent or index), geographic distribution (percent or index)

### **Environmental Factors**

--likely to affect consumer choice, total market and segment growth, geographic market location, ability to supply market

### **Economic factors**

--level of economic activity, discretionary income, population, technological advances, work force composition, time utilization and leisure

### **Regulatory factors**

--government constraints, subsidies, agencies, applicable laws and policies

### **Social and cultural factors**

--status, work, impulsiveness, expression, rationality, intuition, sex, attire

## **ADVERTISING SITUATION**

### **Target Audience(s)**

--consumers, users, distributors, non-market publics Advertising goals for each target

Attitudes toward product and advertiser

Result of previous promotions

Advertising expenditures invested in each target

### **Budget**

Total advertising expenditure(s) for previous year(s)

Advertising expenditure(s) as a percent of sales (units and dollars) for previous year(s)

Competitive comparisons

Budget breakdown

Budget level tests

Messages--to each target audience

Basic selling proposition(s)

Promotional theme(s) and actual ads

Evaluation of message effectiveness

Competitive comparisons

## **Media**

Media mix employed for each target audience

Total dollars spent in each medium

Evaluation of effectiveness of each media mix

Competitive comparisons

Scheduling patterns

Geographic concentration

## **Organization of the Advertising Function**

### **Advertising Department**

Reporting pattern--to whom does the advertising manager report (marketing director, president, sales manager)

Organizational level--centralized, decentralized

Internal department structure

Work mix--specialization, cooperation, vital functions, personnel needs

Organizational pattern--functional, product geographic, customer

Qualifications of advertising manager and subordinates

Outside specialists--availability, economic factors, control of staff specialists

Characteristics of relationships with other departments--legal, product development, production, accounting, marketing, marketing research

### **Advertising Agency**

Agency size, philosophy, tenure, product conflicts, special skills, location, record, growth, client turnover, facilities

Functions performed--creative, media, research, merchandising, planning

Personnel--cooperation, compatibility, coordination, available time

Relationship between advertiser and agency

Compensation system--commission, fee, percentage

## **INTEGRATED PROMOTION STRATEGY**

### **Promotional Problems and Opportunities**

Opportunities and/or problems which advertising can be used to resolve

**Promotional strategy** match unique product/service attributes with consumer (market segment) goals, problems, needs

### **Target Audience(s)**

Identify and select potential consumer, user, distributor, and/or non-market prospects

Summarize key characteristics of target which should be considered in developing message and media strategy--demographics, attitudes toward product, consumption and shopping behavior, media habits

Segment potential--total number of individuals/households/companies in the target audience and expected consumption rate

Sales Concept (for each target audience)

Prospect problems, needs, goals

Overt behavior(s), subjective response(s), and situation(s) in which target prospect experiences "problem"

Specific behavior(s) advertiser would like prospect to take to solve "problem"

Benefits--solution(s) product offers to help prospect solve "problem"

Selling points--evidence to convince target prospect to believe and accept product benefit(s).

### **Competitive position**

How proposition differs from those of competitors

Likely competitive reaction

### **Promotional Strategy**

Prospect behavior sequence--actions prospect typically takes in learning of, believing in, taking action on proposition (describe actual prospect behaviors not category labels)

Information--learn-feel-do (awareness, knowledge, liking, preference, conviction, purchase, regular use)

Emotion--feel-learn-do

Habit--do-learn-feel

Social--do-feel-learn

Estimate percent of target market at various communication levels, identify opportunities for improvement

Promotional mix--designed to move prospect through decision sequence.

Advertising

Packaging, point of purchase

Sales promotion--exhibits, contests, deals, novelties, free samples

Publicity, public relations

Word-of-mouth, observing others

### **\*\*\*\*\*OBJECTIVES**

Marketing Goals--unit and dollar sales, market share

Advertising Goals--measurable effects of advertising exposure

Problem, opportunity

Target audience description

Measurable communication effect

General effect--awareness, knowledge, belief change, behavior

Specific effect--message content in strategic terms

Percent of target audience to be affected  
Time necessary to accomplish desired effect  
Evidence and reasoning supporting each objective

## **ADVERTISING STRATEGY**

Copy Platform

Proposition--concise statement of selling concept

Target audience

Consumer problem, need, goal

Benefits that solve problem, satisfy need, achieve goal

Selling points--product attributes offered as physical evidence product can perform as promised

Competitive positioning

Approach--how selling concept will be visualized in message(s)

Dramatize prospect problem

Emphasize selling point(s)

Point out unique competitive advantage

Dramatize benefits

Appeal--basic human appeal to which advertisements will be directed (rational, emotional, fear, sex)

Why would this appeal to the target audience?

How would target audience members relate this to their own problem(s), need(s), or goal(s)?

Theme--principal slogan, headline, or other identifying characteristics across all messages and media

Why would this theme appeal to the target audience?

How would target audience members relate this to their own problem(s), need(s), or goal(s)?

What is the mood (feelings) the message(s) should evoke from the prospect?

Product portrayal--how product is physically symbolized, justify

Characters--who or what will be the dominant characters, justify

Shopping information--how to purchase product (where it can be found, price, size, colors, styles), justify

Facilitators--information useful in overcoming constraints to purchase or action (special purchase incentives, payment terms, return privileges, purchase assistance, toll free numbers, coupons), justify

Reassurance--information provided to those who have already purchased the product, justify

Message executions--rough layouts, storyboards, scripts, tapes, mock-ups

Message evaluations--diagnostic information on the ability of messages to communicate (recognition scores, day-after-recall scores, tracking study results)

Activity of key competitors--strategy, sample advertisements, effects