

Media planning

The basic purpose of media

planning is to optimize the

communication reach to the relevant audience within

the available budget. For making efficient and effective

media decisions, it is necessary that a planner or advertiser

by collecting appropriate data for internal and external

business. The data is as follows for the internal business

relate to Advertising objectives, target audience, and

attributes and the budget available. The external business

relate to media characteristics (reach, cost,

credibility and suitability to advertising objectives).

Strategy: media availability, media of competitors

Competitor's media - mix before and after

Steps of media selection, let us take

media scene in India

Indian Media Scene

Major advertising media available currently in India

with the chief characteristics are given below.

(a) Press (including all types of News papers, magazines

! wider circulation, limited life, poor readability

mass communication and reminder message

(b) Direct mail - Restricted circulation, English

usage, private in nature, high impact

(c) Outdoor (including hoardings, posters, neon signs,

local circulation, durable, reminder message

d. Radio: wide reach, cuts through illiterate audience

quick reminder messages possible.

e - Television: Combines both audio and visual

limited reach, high degree of viewer involvement

Suitable for product demonstration.

f. Cinema: Limited to cinema, short life,

FEB 2013						
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
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24	25	26	27	28		

effective use of audio
 also good for illustrations

g. Miscellaneous (Such as
 exhibitions, fairs) Local

good product, demonstration impact, with the
 of literacy, increased electrification of rural
 mass ownership of radio receivers and listening
 of television transmission, the Indian media scene
 undergone a tremendous change.

Media Selection

After the suitable and available media are short-listed,
 they are then subjected to an evaluation criteria
 their selection. Some of the concepts used in this
 connection are discussed here:

(i) Reach:- It refers to the number of households
 individuals reached by a given medium over
 of time. In the case of print media this is called
 readership. Readership is calculated by ascertaining
 the circulation figure of say a newspaper and
 the same is multiplied by the average number of
 readers per copy. The possibility of duplication
 readership also exists as two or more than one
 may be reaching the same target audience.

(ii) Frequency: It refers to average number of times a
 different target households or individuals are reached
 by a medium in a given period of time.

(iii) Gross Rating point:- A combined measure of reach
 and frequency gives gross rating points for
 given medium. For example if 35 percent
 of people are reached four times in a week
 by a given medium, the GRP for the

JAN 2013						
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