

**Integrated Marketing Communication**  
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**Lecture - 34**  
**Media Planning – Part II**

Welcome back friends, to this last section on the topic of media planning. As suggested last time, I will focus on basic concepts in media planning. These are terms that have stayed with us. Some terms have been shifting over their orientation probably because of the newer media choices evolving and evaluative techniques or methodologies which are coming up.

Thanks to AI and data sciences there is direct connectivity of advertisers and marketers in real-time with their customers. This has given a massive advantage to the evaluative techniques we use, because in today's era, we can always regularly be in contact with our advertiser or at least we can see what they are going through as far as their messaging goes or their daily usage of particular applications.

The software's keeps giving us an idea. After watching Netflix or Prime, or other online modes of entertainment, you would have realized that they have observed that you are watching particular of movies or particular shows and they start putting up specific promos in front of you.

They will tell you that this is a 94% match with your choices because they are in real-time touch with you, mapping your choices at this time, and analyze what you would be like. Several concepts in terms of media planning are evolving because of this kind of enablement of advertisers and customers by technology.

Then there are concepts discussed here which have stayed there for a while and still are helping us. So, for example, cost per 1000.

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Now, this is related to the cost of reaching 1000 households. We are worried about households because a household is a particular unit on which many advertisers focus. There are always several products wherein the choice of the complete household is involved or an average if you look around like that of furnishing, furniture, automobiles.

Even one could say televisions for individuals. Still, more or fewer people have started watching their programs on their laptops, but televisions for the drawing rooms, cutlery, or kitchen

equipment are still a joint decision. The whole house is involved as far as the purchasing process goes. A household has a particular definition, here I am just referring to people living together in a particular house.

If you are carrying forward those products and choices, in terms of integrated marketing communication, you have to analyze cost per 1000 households reached. How many people have seen your message? Then comes in reach because you are focusing upon reach. Reach indicates a percentage of the target audience exposed at least once in a given period to a particular media vehicle.

It is a minimal analysis on least once one has seen this. Why? Because then only you would decide that whether one would see it once again if you increase the frequency. And if you increase the frequency, then only you would be able to decide that people are not seeing it further or would not like to go for that further.

Once you get 3 to 4 times of exposures to the same customer and if they are not moving towards the purchase, it might be that either the target is not specific or it is not working or the message is not working. Reach analysis has to be done hence to understand how far it worked and it is not only important for the marketer. It is important for the advertiser and the agency and the media itself, because otherwise, how would you justify that the cost which marketer is paying is yielding or repaying something. You have to tell them that this is how your exposure or your message would reach to the people actually or this has reached to the people and you must spend more. It becomes a revenue generation element or justification for your price, which you are charging from the marketer at the end of the day.

Frequency distribution is related to the exact number of times the individuals are exposed to an advertising message in a particular schedule. How many times have you put up the message, and how many people have actually seen that. One must decide on the number of times you show it and that becomes a strategic element also because if you have this aspect in your mind in terms of effective frequency, which is the next element, I should be talking about that number of times a target audience needs to be exposed to a message before the objectives of the advertisers are met, either communications objectives or sales impact.

Frequency distribution and effective frequency if you will think in terms of the example which I chose to talk about previously. I asked you a question that whether the universities and institutional advertisers should be going for an all year advertising with little space or short time television or internet-based messages through a regular frequency.

Or should they be focusing upon what they have been doing in terms of admission season-based

of advertising with a very strong regular day-to-day frequency and a very large size or longer time on radios or televisions and internet message? Analyzing the kind of a thought process, the need of the advertiser, you would realize the relevance of these concepts, which we are discussing now.

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Then there is agency of record (AOR). We have discussed different agencies earlier, so, just watch that video. Here it is specifically to be mentioned because the agency of record is responsible for buying and we are talking of media planning. A buyer has to be specifically mentioned here as they are the people who are experts in analyzing the space and time which their advertisers or their clients would require.

They forecast it and to do it they go for several evaluative methods, which we have mentioned or discussed earlier. AORs buy space and time for the client by doing negotiations with the media and they go beforehand for this. When marketers are planning they can purchase that space if the planning is done at the right time.

These agencies purchase that space in advance, and can distribute that space and time amongst different clients. One client at the last moment or in due course of time, realizes that they should not be going for that space and time which they thought they would require, they could always switch to another.

Hence media buyers are important, even when there is no AOR. They actually implement the media plan and several organizations that advertise at a larger level have their own media buying agencies. Media buyers take advantage of media offers; often, media also think about pre-selling their space when they realize that there might be a fluctuation in the market demand in terms of either going very high or very low.

They assess that situation and offer a particular price at this particular point and give discount, so that they are also assured of their business and that space further goes in the hands of the agency. That is about the choice of media combinations and comparison, and we have mentioned frequency, reach, frequency distribution. Then comes a concept of continuity.

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Continuity is the entire dimension of timing, whether the media is scheduled continuously or in a separate period. It is related to continuous within a particular time-space, continuous in a very long-time space depending upon several aspects we mentioned earlier. But when I am mentioning continuity in front of you, I want you to do a brief exercise at this particular moment. And that exercise is related to the choice of different categories of products. Consider something

like soft drinks, toys, consumer products like toothpaste or soaps, shampoos, apparel, footwear, automotive, two-wheelers, bicycles and just note them down on a chart, then start monitoring, you can go in a retrospective methodology wherein you go backward and find out that where did you find.

Did you see the advertisements related to these products, especially brands, if you have named them there and then assess how they build continuity in terms of their messages? And when I am referring to continuity, as I said, it is related to being continuous within a time-space that time space can be shorter or longer.

One more element of continuity, to be monitored is, whether they are going for a particular message continuity or they were going for continuity in terms of the context, by changing the message. It is very important for us to understand because that also affects media planning when we talk of choosing different combinations.

Because if you deviate a particular element of your creativity or message, which becomes prominent for one kind of media, then definitely continuity would be there. But, the choice of media and the combinations might keep on changing. It is not rocket science. It is logical sense, which evolves in due course of time, which we keep on assessing with the help of customer response and gets on generating in due course of time. One should be focusing upon and that can only be done through exercise.

If one cannot go for backward analysis, start doing it today. Let us look into analyzing few things for a month or analyzing few things for two months or three months and then you would get to know how it works. Continuity is a function of the media schedule and measure the regularity of advertising efforts. Thereby monitoring it while doing this exercise, you would always get to learn it. If you will simultaneously monitor the sales data or the data associated with the objectives of that particular campaign, you would realize that it is working or not. That will give you a two-way idea of utilization of continuity in terms of the yield it would produce for a company or a product.

Continuity, as we are discussing, relates to the timing of media insertions. It is the exposure pattern or a schedule you use in the advertising campaign. Patterns are used in continuity and it depends on time situations you are using. There are three elements, continuous pattern, pulsing and flighting. All this is related to the effect you want to generate. It is related to the customer response as well as competitors' response. I would draw your attention to one of the important facts that while discussing these concepts, we should not think that this we will consider entirely in integrated marketing communication planning because it is another team which is actually working on that in terms of developing a media plan. They are focusing on all the elements while

looking at, for example, pulsing.

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Pulsing is continuity of advertising with the amounts of advertisement expenses not being same throughout the year. Either one is enlarging the size of print advertisements, when talking in terms of print, and then we reduce it somewhere. It might be associated with your flow of production and might be associated with your inventory or product line plans or production line plans.

When we talk of continuous it means to run throughout. For example, I do not think that even software manufacturers and the producers go for a very continuous exercise of advertising throughout the year, but there are many advertisers who keep on going for a continuous presence, as in the case of consumer products like toothpaste, shampoos and so on.

Flighting is adopted by companies for selling seasonal and festival-related products. There is a spurt of advertisements always and nowadays online shopping portals, like Amazon and these kinds of organizations find big full-size advertisements in newspapers, large advertisements on television, internet and wherever they assume that people would be buying more during this particular period.

While discussing this, I want to reiterate that I tried to associate these concepts with the complete plan situation and combinations, comparison, and cost.

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Then we go to an interesting concept called GRPs. You might have heard of GRPs' or Gross Rating Points. When we talk of broadcast media, the rating is given on the basis of the percentage of homes or individuals tuning to the program. When they tune into the program, one presumes that they are watching almost everything. This is interesting because we have to further deep dive into knowing if they actually did watch it.

There are several other methodologies, which we have talked about in terms of evaluation earlier. GRP is another measurement criterion, the total of all rating points given by a specific media schedule or campaign. People often say the GRP of this program is this much, and that is where media planners decide that they should be going for it.

Next comes TRP. TRPs are associated with the target they are focusing upon. It is the number of times in the individuals on the primary target audience the media will reach. Hence GRP is a broader set and TRP is the smaller one in that broader set. Once you decide that there is a particular GRP of a program, that program will hold a particular kind of TRP and your target

audience is associated with that program.

This is fair as you try to focus more on that particular program, like news viewers. If news viewers of a particular news channel belong to your target audience they would definitely be focusing upon your advertisements.

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The data is collected every week by a panel of a large number of adults. Each member records the TV viewership data of different programs in a diary given to each panel member. This is a very traditional method with several electronic devices are being used now. There are even tabs that are being used now. They are being called methods or mobile, systems, which are being used now for getting this kind of data.

We traditionally call them diaries because here you note down what you have done. It can be done physically, electronically in real-time, or whichever way. There are several real-time programs also being used for this by advertisers so that they get immediate feedback on what and how much their target audience watched that particular program. Did they see their advertisement as well? And how far they retain the value of the message in their minds? Can they recall? Immediate data and flow of data also depends upon what budgets they have to collect, the kind of feedback and data and how much they are spending on evaluation and the methodologies related to evaluation.

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Now we move towards the far end of as far as media planning goes, and I will draw your attention for a little while towards challenges in media planning. Everything is challenged in media planning, and that is why media planners spend a hard time in getting results. They are the people who are looked upon to rationalizing everything at the end of the day.

The biggest challenge is insufficient information, and that is why I said that it depends on how well you are into a continued integrated marketing communication research, how well your agency is feeding their clients with the longitudinal research they are conducting in terms of consumer response or consumer behavior analysis, which they are continuously doing for several purposes at a time.

Would they be able to utilize the same thing for their clients who tell them that there is a relevant piece of information with them which can be utilized for strategizing and planning for a particular of media choice. Hence specific research might also be conducted, but information is the key.

Then time pressures are there. Some event is happening, something is coming up, the government has announced a scheme, a happy event is taking place or sporting event in India is doing well. When these things come up in front and there arises space and time constraints here. The availability of preferred media choices might not be there in front of you and as well as agencies of record. They are helping you because they have some availability in advance with them.

There is a pressure of time for you to materialize or capitalize upon the opportunity coming your way. Many a times the competitor surprises you with some of a move you have to counter effect. If you do not do that, customers might end up having larger sales towards your competitor, and you would be losing an opportunity, and your retailers would not be happy.

Then the difficulty in audience measurement is another big challenge. People watch, retain that thought, and recall it later. People might not even recall the name flowing in with that kind of message. They might recall the jingle and they might not recall the name, and if you go to them, they would give you everything except for that particular name.

What do you infer out of that? There are elements of audience measurement, which are not so easy to be found out. Cost comparisons is another challenge and as I talked about you during budgeting it is often considered as an expenditure and not an investment. I am seeing time and again, but definitely, it has to be looked upon with the perspective of investment and one has to look at the returns.

Changing environment factors, we have talked about it a lot. It is dynamic consumer behavior, and the response changes frequently. Plus, you have so many avenues, and technology enables so much, while guesswork is also there. Inadequate expertise is also one of the challenges. In today's era, if I talk about India, there are a lot of institutions, specifically delivering expertise on media planning but still we need to have a larger number of people associated with these activities. This helps to rationalize the amount of money which is being spent on integrated marketing communication and probably this is the purpose of these courses as we try instigate this thought process.

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Confusions regarding different technologies. When the latest technologies come in, you are not sure of the kind of response you might be able to generate from those, and deviating from a traditional choice might, give space to competition and this might not yield expected results. This would give rise to a crisis and other challenges related to increasing media options and audience fragmentation.

It is very interesting. I have been fondly talking about this subject for a while, and I mentioned in this course as well, when I said that segmentation as a concept in itself is getting restructured. Most of the marketers in the world have started focusing on targeting specifically. It is not that segmentation is getting eliminated from our understanding. But, the target is now the main focus of our understanding. You are getting in touch with the individual customers or customers directly and that is where audience fragmentation comes in. There was a time when you could say that this person is related to this profession and age group, would be buying this car. Yet today, one could not tell that authentically because there are several structures in terms of consumers evolving continuously.

Consider the example, with all due respect to the professors, there was a time when you might say that not many professors would prefer SUVs. In today's era, you would find several professors riding heavy motorcycles like Enfield and preferring SUVs. Times are changing, and is it the segmentation which is actually getting restructured as the companies are directly targeting individuals as individuals and that is actually where an audience fragmentation is.

And fragmentation means many other things apart from just this, which I just mentioned in front of you. The cost of reaching audiences is increasing greatly. Times have changed dramatically and then competition increases and complexity increases.

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And here are some statistics just to entertain you for a while. You can find such statistics on several portals. We are using Statista here predominantly. TV reach in India in 2018 by states was analyzed and here you find Maharashtra, Goa, Andhra Pradesh, Uttar Pradesh and several states in front of you. The advertisers look into these statistics before thinking in terms of media plans. Through these statistics one understands that TV penetration in different states and advertisers can make use of such kind of data.

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For now, we have Indian television advertising revenue share in India by the end of 2017. After this, probably we do not have such structured data on this aspect. Probably in 2022, we would have an updated data. Next is revenue across languages like Hindi, Tamil, and English. What is the television advertising revenue share there? This is again a very important insight, which tells us how things are going around us. This was a glimpse of how media planning not only goes for primary data collection but also understanding before reaching the conclusions of how to reach the customer.

Media planning also requires lots of statistics which may or may not be specifically related to the subject or which directly or indirectly may enable whatever you are thinking. So, we can



conclude that we must develop that rationality associated with comparison, combination, and cost and then generate a composite media plan to be effective for the advertiser, the marketer, and the customer.

In order to not waste a single penny this is all you need when you would learn this art, or you would try to learn this art and become one of the expert media planners. So, goodbye for now. Thank you. See you next time.