

Role of Media Planning in Increasing the Efficiency of Advertising Campaigns

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Abstract: The paper is devoted to the analysis of the role of media planning in increasing the efficiency of advertising campaigns. Media planning is defined as the process of optimal placement of advertising in the media, which is one of the stages of the preparation of advertising campaigns. The failure of many advertising campaigns was associated with the lack of understanding by re-advertisers of the importance of media planning and the need to conduct media research.

We make the conclusion that media planners should pay attention to the compliance of the audience with the target audience of the advertising impact. The choice of media is influenced by the timing of the transfer of information and the audience's response, as well as the prestige of the media. This is especially true when the goal of advertising campaign is to create the high brand image.

Keywords: media planning, the efficiency of advertising campaigns, media research, media planners, transfer of information, advertising campaigns,

Introduction

Media planning as the science (Kochetkova, 2003) is the process of optimal placement of advertising in the media, which is one of the stages of the preparation of advertising campaigns. The media planning process is a set of decisions that determine how to deliver advertising messages to the intended customers of a given brand or service more efficiently (Sissors, Baron, 2004. p. 21.); Without the ability to choose the right advertising media, it is not possible to actively influence consumers, to achieve success in the competitive struggle for markets. The failure

of many advertising campaigns was associated with a lack of understanding by re-advertisers of the importance of media planning and the need to conduct media research.

Participation in the planning and analysis of advertising campaigns of a number of Magnitogorsk firms allowed us to draw some conclusions and highlight the problems we face in the process of developing a media plan.

The first problem is the noise of this or that media. I shgda this indicator is called media clutter. It is measured as the average number of advertisements that the average housewife per week sees or hears. It should be noted that in terms of noise, Russia is in second place after Turkey. In Magnitogorsk, this indicator is also high. It is becoming increasingly difficult for gliders to choose media, because the abundance of advertising in them leads to a decrease in the level of attention of the consumer, who simply may not notice their announcement.

Another challenge facing media planners is the ever-growing variety of media. On the one hand, it helps to choose the most suitable advertising media, on the other hand, decisions have to be made in the absence of information about how many people will see the advertisement. Media measurements are usually conducted in traditional media, such as radio, television, and the press. However, they may also be unavailable due to their high cost, not always suitable for the local market and raise doubts about their reliability. However, they provide an opportunity to justify decisions. While choosing non-traditional media, specialists are only forced to build assumptions about what kind of coverage of the target audience the media data they provide.

Another problem is the lack of time to develop a quality media plan. There is competition among advertisers for ad placement. Since, for example, there is a shortage of advertising space on TV, you need to book yourself a favorable place in advance. If the manager did not have time to do it, he is forced to be content with another, less rating program.

As practice has shown, the media planner is limited in the freedom of choice of advertising media for another reason. It is "pressed" by a client who has his own

preferences in the media or just his favorite programs, publications, etc. It is also influenced by media representatives interested in placing advertisements in them, as well as advertising agencies interested in specific media. In addition, advertisers sometimes incorrectly formulate the purpose of an advertising campaign, sometimes they simply do not know what they want. It happens that within the framework of one advertising campaign, mutually exclusive goals are set. The media planner often has to rely on his own intuition and empirical evaluation of the work of an advertisement in a particular media.

When choosing the best means of transmitting advertising appeal, you need to take into account a number of factors that may hinder a creative approach to media planning.

One of these factors is the presence of strict restrictions on the advertiser. As such, they can be either legislative prohibitions on advertising of certain goods, or insufficient financial resources of a company, or the absence of the required carrier in the advertising area.

Characteristics of the appeal, which must be transmitted, also play an important role in the choice of advertising medium. Specific approach to the topic or a special manner of presentation material may require some specific advertising media.

Determining of the structure of media budgets

An important step in planning an advertising campaign is optimizing its budget. Here it is necessary to make a decision about how much money should be allocated to each of the possible channels for promoting advertising information. In the process of work, we tested the approach to determining the structure of media budgets for different types of business, proposed by A.V. Katernyuk, and got some good results. The distribution of annual advertising budgets can be represented in the system of the simplest equations of objective functions:

$Z_1 = 97.6x_1 + 0.9x_3 + 1.5x_4 \rightarrow \max$ - advertising of confectionery;

$Z_2 = 97x_1 + 2.8x_3 + 0.2x_4 \rightarrow \max$ - advertising personal hygiene products,

household chemicals, cosmetics;

$$Z3 = 96.6x_1 + 0.7x_2 + 2.7x_4 \wedge \max - \text{ads beer and beer};$$

$$Z4 = 65.3x_1 + 32.5x_3 + 2.2x_4 \wedge \max - \text{advertising of entertainment events};$$

$$Z5 = 99x_1 + 0.2x_2 + 0.5x_3 + 0.3x_4 \wedge \max - \text{advertising of food products};$$

$Z6 = 51, 2x_1 + 8.9x_2 + 30.5x_3 + 9.4x_4 \wedge \max$ - an advertisement for audio and video products, communications;

$$Z7 = 84.2x_1 + 10x_2 + 5.8 \wedge \max - \text{an advertisement for medical drugs};$$

$$Z8 = 89.8x_1 + 3.2x_2 + 6.3x_3 + 0.7x_4 \wedge \max - \text{media advertising};$$

$$Z9 = 18.2x_3 + 81.8x_4 \wedge \max - \text{advertising of tobacco products and alcohol};$$

$Z10 = 8.5x_2 + 39.2x_3 + 52.3x_4 \wedge \max$ - advertising of banks and finance, (Katernyuk, 2001). where the 21-2nd are advertising budgets taken as 100%; x_1 - investments in television; x_2 - investments in radio; x_3 - investments in the press; x_4 - investment in outdoor advertising. In our opinion, the media planning process should include three stages. In the first stage, marketing and advertising campaign objectives are defined and formulated. The target audience of the advertising impact is revealed, i.e. a large group of people united by the principle of proximity to the advertised product or service. Its quantitative and qualitative characteristics are given. At the second stage, decisions should be made on reaching the audience and on the required number of advertising contacts. At the third stage, a comparative analysis should be made and not a mediated choice of mechanical media and media of the advertising appeal and a specific scheme of their placement should be developed

Evaluation the effectiveness of the developed media plan

In our opinion, it is possible to evaluate the effectiveness of the developed media plan using the following indicators: Media rating is part of the target audience who saw or heard specific programs. read a magazine, newspaper, and the like at a given time interval. Media ratings are determined based on a sample of a population from a certain population. At the same time, it is extremely important that, firstly, this aggregate be clearly defined and, secondly, that the principles of equal

probability and representativeness are maintained during the construction of the sample. The aggregate rating points are an estimate that determines the “weight” of the advertising campaign. It is calculated as the sum of the works of ratings of all carriers for the number of inclusions in them. Coverage - expressed in% the number of different families or people who for a certain period of time at least once came into contact with advertising on definiteness nositele. Sleduyuschy rate - the average rate of coverage, or the average frequency of contacts. This is the number of times that one representative of the audience had the opportunity to see or hear advertising in a given time interval. The average frequency of coverage, unfortunately, can give a distorted picture of the quality of the media plan. Therefore, it is better to calculate the frequency distribution of exposure. It shows what part (percentage) of the target audience has been in contact with the advertising carrier just once. The disadvantage of the traditional term “average frequency” is also that it does not take into account the effective frequency. The threshold or minimum effective frequency is the known or estimated number of contacts for one advertising cycle, maximizing the tendency of the target audience to action. The maximum effective frequency is a frequency, the excess of which will only reduce the disposition of consumers to action, i.e. with further increase in frequency, the individual’s reaction becomes brightly negative - advertising turns into anti-advertising. Therefore, when planning, it’s not just coverage indicators that are important, but coverage indicators with frequencies no less than the minimum and no more than the maximum. Their specific values, as a rule, are determined experimentally and depend on many parameters, in particular, on the level of consumer involvement in the selection process and on the quality of creative materials. The “cost per thousand” indicator indicates how much the actual coverage of thousands of listeners, viewers, readers, and tons cost. .d The lower it is, the more effective this medium is. This indicator is best used for comparing media within homogeneous advertising media, and, basing it only on that part of the audience that has target characteristics. Some experts prefer to compare advertising media on the basis of a rating and estimate the value of a rating item

Conclusion

The calculation of these indicators requires both highly qualified specialists and decent funding, which, in our opinion, is the main problem on the market on the natural advertising market.

We make the conclusion that media planners should pay attention to the compliance of the audience with the target audience of the advertising impact. Practice has shown that most local media cannot provide accurate information about their audience.

The choice of media is influenced by the timing of the transfer of information and the audience's response, as well as the prestige of the media. This is especially true when the goal of an advertising campaign is to create a high brand image.

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