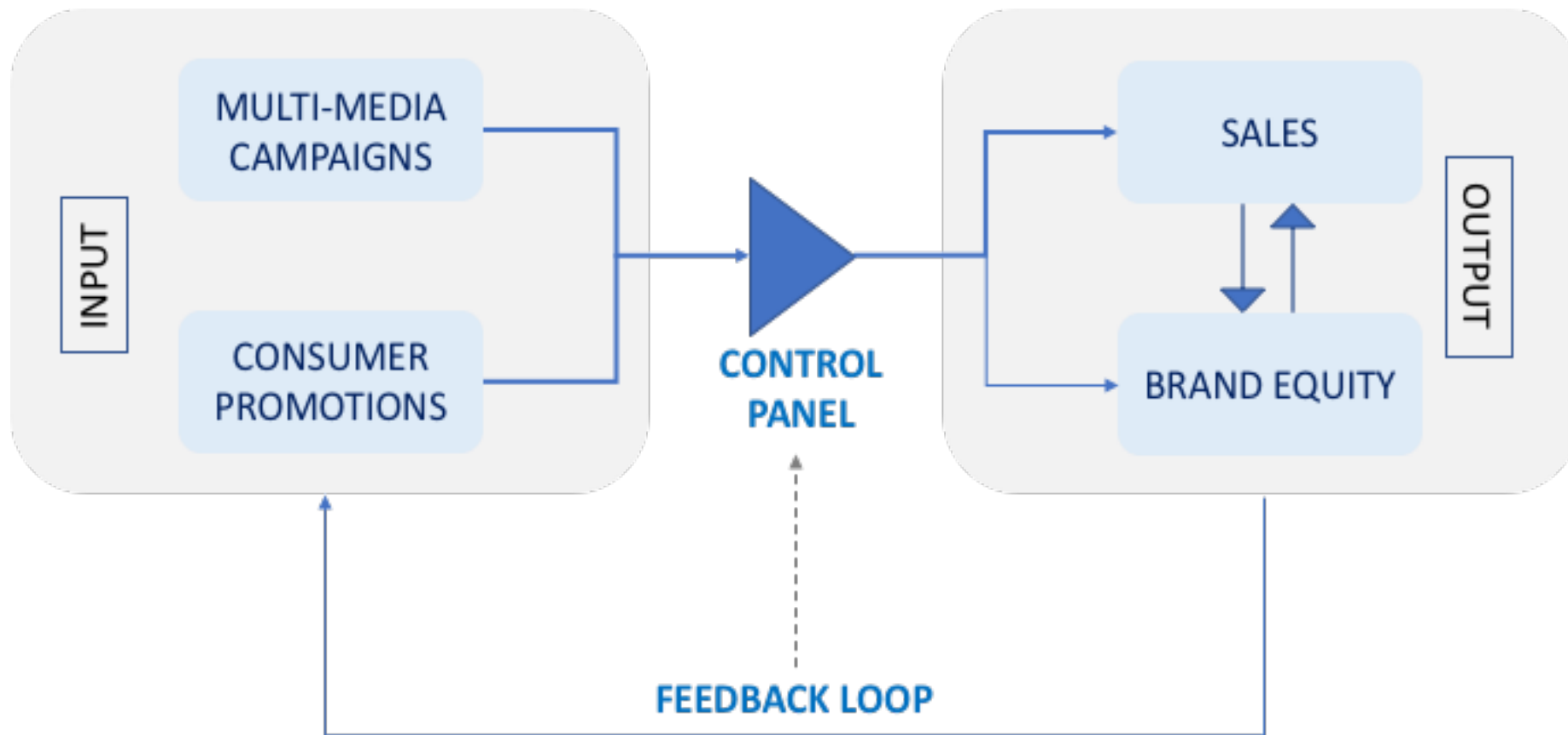# Multimedia Communication

NEW VENTURE CREATION

Oct 18th

Building the Brand

Developing Effective Communications
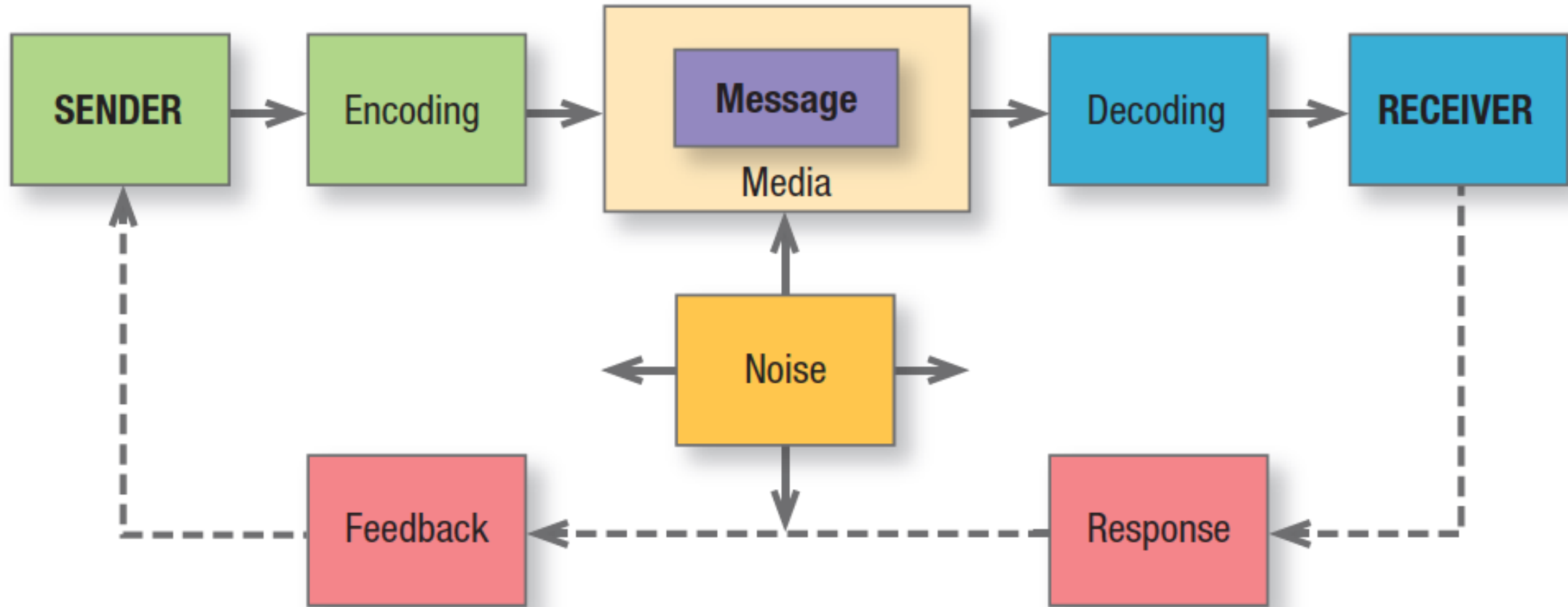

Message strategy   S-T-P

Creative strategy

Message source (media)

Elements in Communications Process

Response Hierarchy Models

© Professor Neeraj Sanan

Communication Delivery

Incremental Sales/ BE = "R"each   X   "I"mpact

⬇   ⬇   ⬇

ROI   **Eyes**   **Heart/ Wallet**

Multi format + multimedia

Text/Image, Mix, Audio, Video

	ATL	BTL
MESSAGE		
DISTRIBUTION		
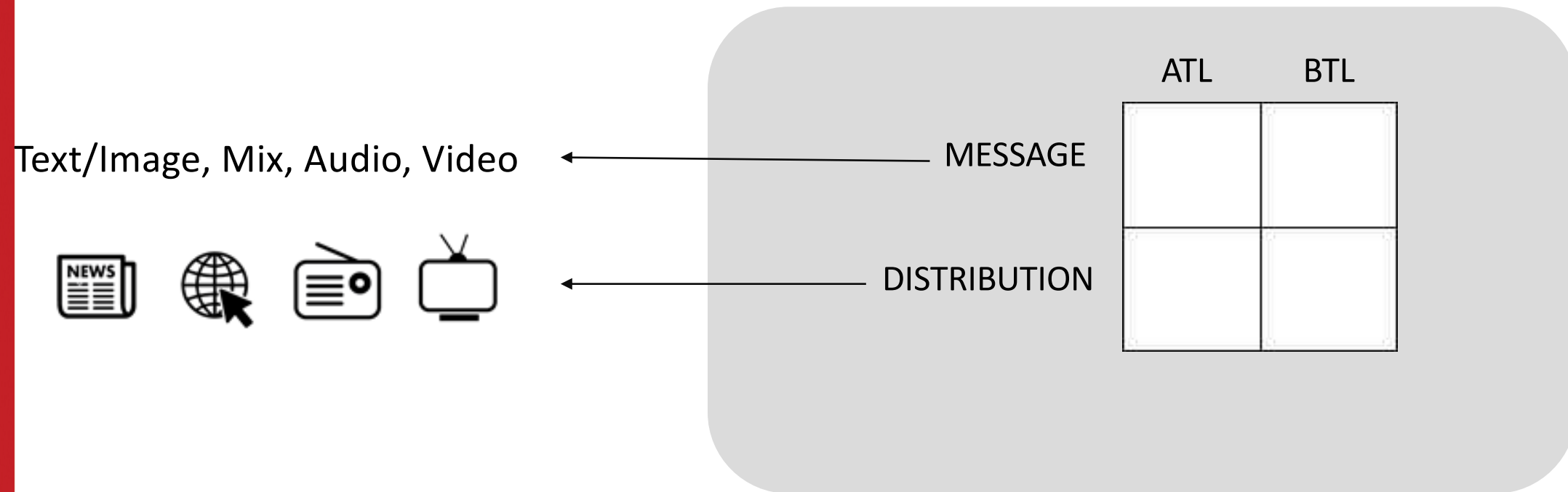
1.2 x 1.2 x 1.2 x 1.2 > 1 + (0.2+0.2+0.2+0.2)
2.0736 or 107%   1.8 or 80%   → Media Multiplier

Reality is a Haze

BRAND

Audio-Video

Audio Ad

Image

Text Ad

In-person

Internet, social

whatsapp/ call/ email

TV – C&S

Newsprint

Events & Activation

segment1

segment2

segment3

Do I have all creative renditions?

10%

How many times to reach "R"? MEDIA MULTIPLIER

90%
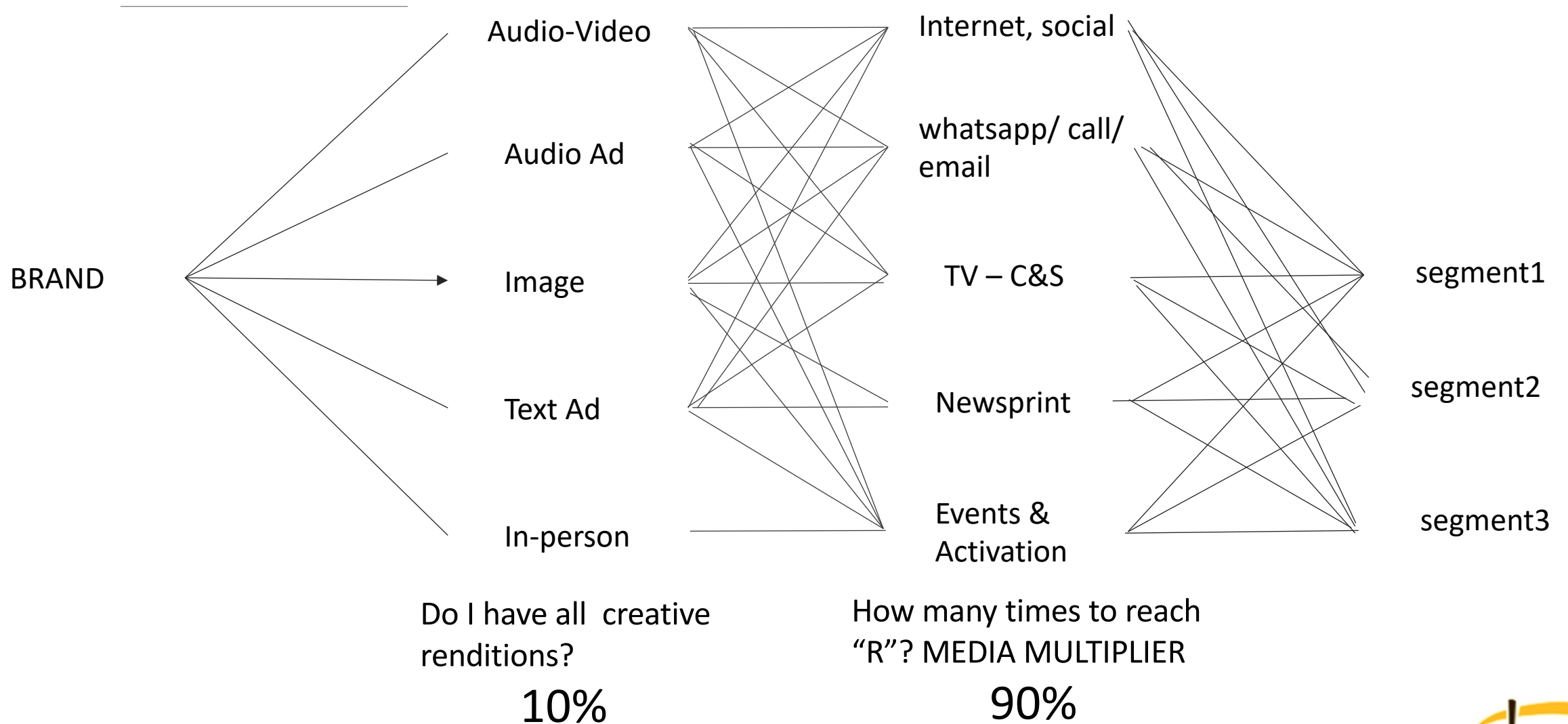
Types of Media

		FREE	PAID	EARNED
Digital	Internet, social	Posts Website	Boost posts SEM, Display	Virals
	whatsapp/ call/ email	Internal EDM	Database	Virals
Traditional	TV – C&S	PR	Advertising	W-o-m, social
	Newsprint	PR	Advertising	W-o-m, social
	Events & Activation	Speaker	Sponsorships	PR

Marketing Program Options

Advertising	Sales Promotion	Events and Experiences	Public Relations and Publicity	Online and Social Media Marketing	Mobile Marketing	Direct and Database Marketing	Personal Selling
Print and broadcast ads	Contests, games, sweepstakes, lotteries	Sports	Press kits	Web sites	Text messages	Catalogs	Sales presentations
Packaging–outer	Premiums and gifts	Entertainment	Speeches	E-mail	Online marketing	Mailings	Sales meetings
Packaging inserts	Sampling	Festivals	Seminars	Search ads	Social media marketing	Telemarketing	Incentive programs
Cinema	Fairs and trade shows	Arts	Annual reports	Display ads		Electronic shopping	Samples

Creative Plan
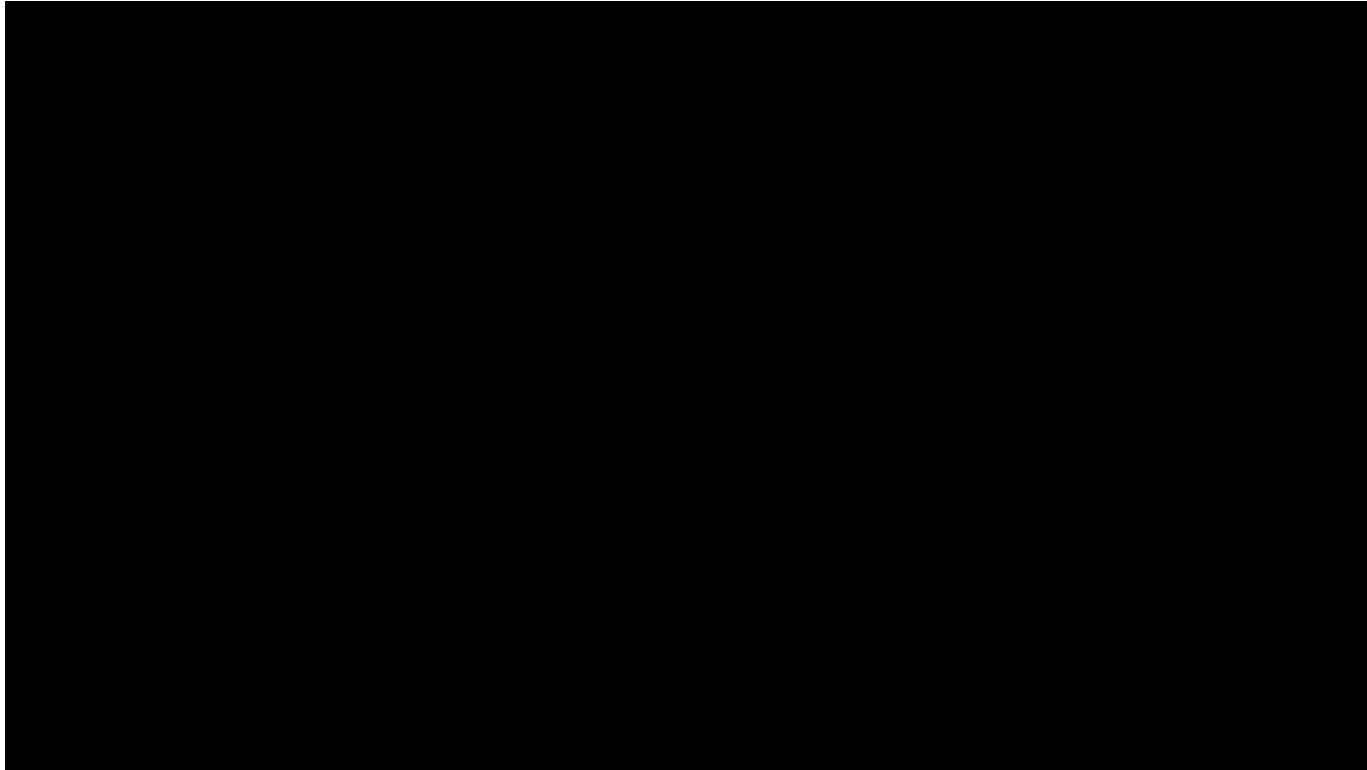
Test

Count the No. of times the ball is passed by people in white t shirt

Developing the CREATIVE

- Choose the formats

- Write a creative brief

- Choose and Agency

- Choose the create length/ duration

- Choose the brand Ambassador

- Choose a central idea: Adapt it to different formats

Pre-check the creative

- Is the message clear at a glance?

- Is the benefit being comprehended?

- Is the ad easy to read and follow?

- Is the product easily identified?

- Is the brand or sponsor clearly identified?

Developing the Advertising Campaign

- Legal and social issues
  - Advertisers must not make false claims
  - Must not use false demonstrations
  - Must not create ads with the capacity to deceive
  - Must avoid bait-and-switch advertising

Media Plan

1. Who is my TG?

| No. of Durables Owned	Illiterate	Literate but no formal school/ School upto 4 yrs	School- 5 to 9 years	SSC/ HSC	Some College (incl Diploma) but not Grad	Grad/ PG: General	Grad/ PG: Professional
	1	2	3	4	5	6	7
None	E3	E2	E2	E2	E2	E1	D2
1	E2	E1	E1	E1	D2	D2	D2
2	E1	E1	D2	D2	D1	D1	D1
3	D2	D2	D1	D1	C2	C2	C2
4	D1	C2	C2	C1	C1	B2	B2
5	C2	C1	C1	B2	B1	B1	B1
6	C1	B2	B2	B1	A3	A3	A3
7	C1	B1	B1	A3	A3	A2	A2
8	B1	A3	A3	A3	A2	A2	A2
9	B1	A3	A3	A2	A2	A1	A1

EDUCATION OF CWE

Consumer Types
- Non (Un)Aware
- Aware Non User
- User
- Recommender
- Lapser

- Only IRS helps

NCCS (std. Grammar)
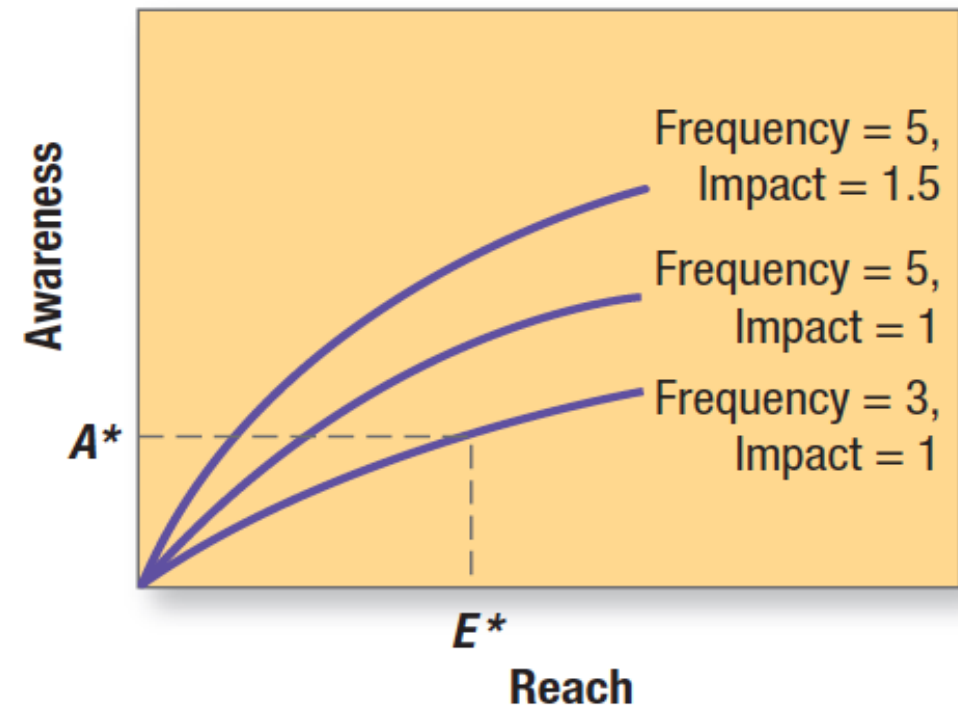**X**
Customized Type

dms

Choosing Media

- Reach, frequency, and impact

(a) Relationship between Product Trial Rate and Audience Awareness Level
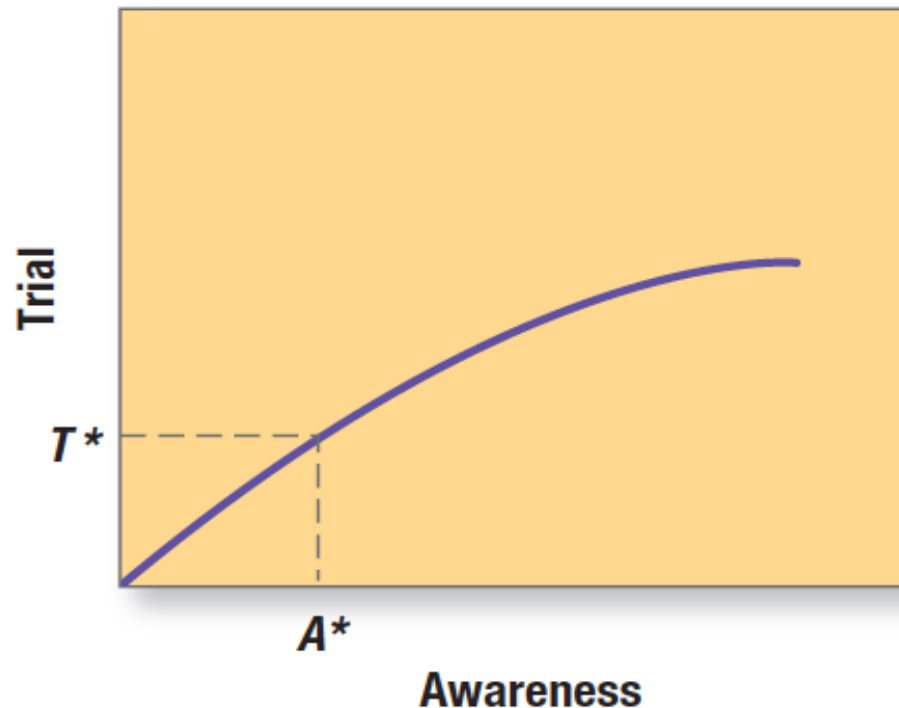
(b) Relationship between Audience Awareness Level and Exposure Reach and Frequency

2. How much of my TG to reach?

- SOV: Share of Voice

$$\frac{\text{My visibility}}{\text{Category visibility}} \times 100$$

- Share of Expense

$$\frac{\text{My spend}}{\text{Category spend}} \times 100$$

- Market share increase = 3 x (incremental SOV)

  - For every gain in market share: 3 extra SOV

  - 3% gain in market share : 9% extra SOV

- Typically Trial and error or Basis past experience

3. How many times to reach my TG?

- OTS: Opportunity to See/ show.. Opportunity to sell

  - A measure of persuasion: ***How many times do I need to show my message to persuade the viewer to buy/ try***

  - Default 3   +/-   other parameters ; one such model is OSTROW model (pre-read)

  - It will vary by geography. Metros, Class I,II, III, towns are commonly used

  - P1/ P2 markets is the second type of definition

  - Good creative needs lower OTS for persuasion + bad creative is like putting 'good money behind bad money'

- Agencies use their own optimisers/ maximisers to define OTS

Model-O

Low Required Frequency	Frequency Adjustment				High Required Frequency
Market Factors					
Established brand	-.2	-.1	+.1	+.2	New brand
High brand share	-.2	-.1	+.1	+.2	Low brand share
High brand loyalty	-.2	-.1	+.1	+.2	Low brand loyalty
Long purchase cycle	-.2	-.1	+.1	+.2	Short purchase cycle
Less frequent usage	-.2	-.1	+.1	+.2	Frequency usage
Low share of voice	-.2	-.1	+.1	+.2	High share of voice
Target other group	-.2	-.1	+.1	+.2	Target old people or children
Message Factors					
Low message complexity	-.2	-.1	+.1	+.2	High message complexity
High message uniqueness	-.2	-.1	+.1	+.2	Low message uniqueness
Continuing campaign	-.2	-.1	+.1	+.2	New campaign
Product-focused message	-.2	-.1	+.1	+.2	Image-focused message
Low message variety	-.2	-.1	+.1	+.2	High message variety
High wearout	-.2	-.1	+.1	+.2	Low wearout
Large advertising units	-.2	-.1	+.1	+.2	Small advertising units
Media Factors					
Low clutter	-.2	-.1	+.1	+.2	High clutter
Favorable editorial setting	-.2	-.1	+.1	+.2	Neutral editorial setting
High audience attentiveness	-.2	-.1	+.1	+.2	Low audience attentiveness
Continuous scheduling	-.2	-.1	+.1	+.2	Pulse or flight scheduling
Few media vehicles	-.2	-.1	+.1	+.2	More media vehicles
High repeat exposure media	-.2	-.1	+.1	+.2	Low repeat exposure media

← Category

← Creative

← Media

Integrating

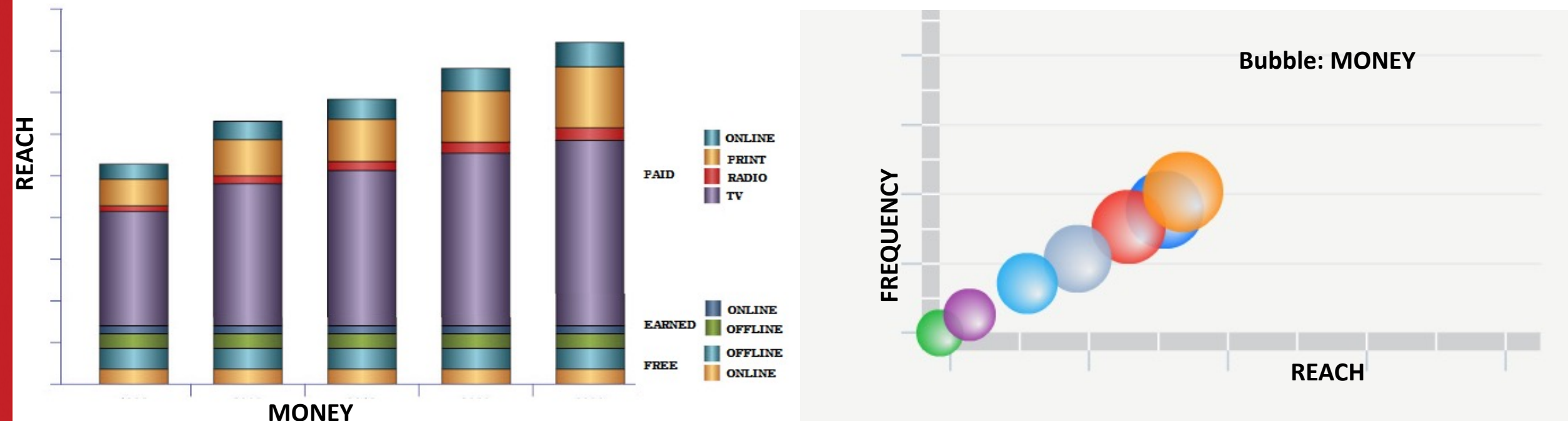|	All India Number	Number for a TG	Measure	% Share of spends	Sold as
Print	> 3500	3	IRS	30%	Reach
Television	> 850	200+	BARC	40%.	% Rating
Digital	> 10,000	>10,000	Alexa	20%	CPM/ CPC
Radio	350	10	RAM	5%	Relationship
OOH	Tough one	Unique	Nothing	5%.	Relationship

- For a marketer, it is never A or B, it is A+B
- DIGITAL is a mix of print, TV, radio; complement/ substitute to each
- Absence of currency is a dampner

|	All India Number	Number IN A PLAN	Measure	Current Frequency	Current Sample
• Print	> 3500	3	IRS	quarterly	270,000
• Television	> 850	200+	BARC	weekly	44,000
• Internet	> 10,000	>10,000	ComScor	real time	> Million
• Radio	350	10	RAM	weekly	Metros
• Mind Measure			Brand Track	Quarterly	500-2000

dms

4. How to Reach the TG?

- All media platforms compete with each other

- Within the platform, different brands complete
  - Print: typically 1-3 publications competing (monopolies at play)
  - Radio: 3-12
  - TV: 300-850
  - Internet: Thousands
  - OOH: unique for a position

- % split between platforms: there is no grammar, but broad rules (basis experience) on the ratio of Print to others.

Media Optimizing: Reach, Freq, Cost

Legend (bar chart):
- PAID: ONLINE, PRINT, RADIO, TV
- EARNED: ONLINE, OFFLINE
- FREE: OFFLINE, ONLINE

REACH / MONEY

Bubble: MONEY

FREQUENCY / REACH

	FREE	PAID	EARNED
OFFLINE	Press Release ▪	TV ▪ Radio ▪ Print ▪	Word of Mouth ▪
ONLINE	D'base: Social ▪ D'base: email ▪ D'base: Mobile ▪	PPC ▪ Display ▪ Retargeting ▪ D'base: Social ▪ D'base: email ▪ D'base: Mobile ▪	Social ▪ Forums ▪

dms
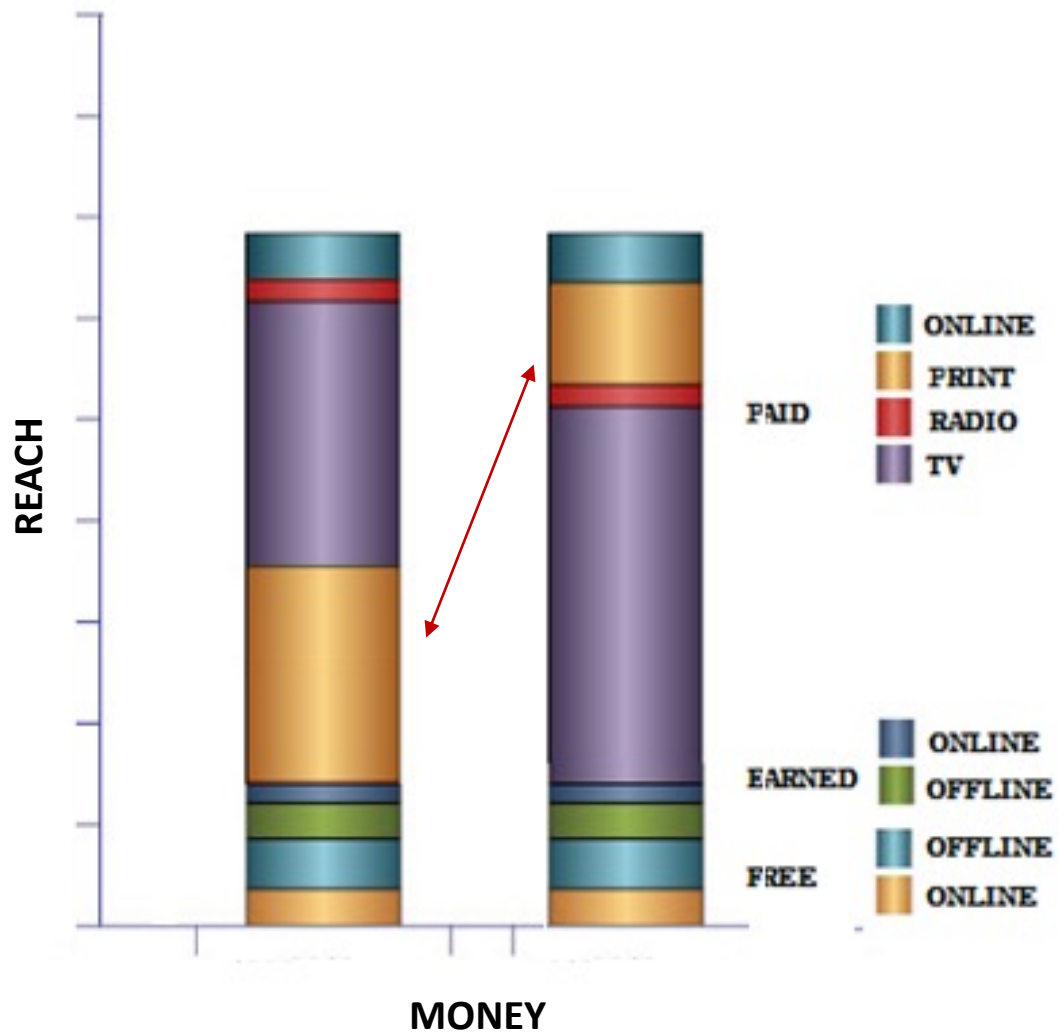
The Reach Build Up

1. Agencies manually decide the chronology of reach build up
2. 1st platform has the most advantage
3. Planners do not have buying rates
4. Committed deals are manually factored;

5. Selecting Media timing & allocation
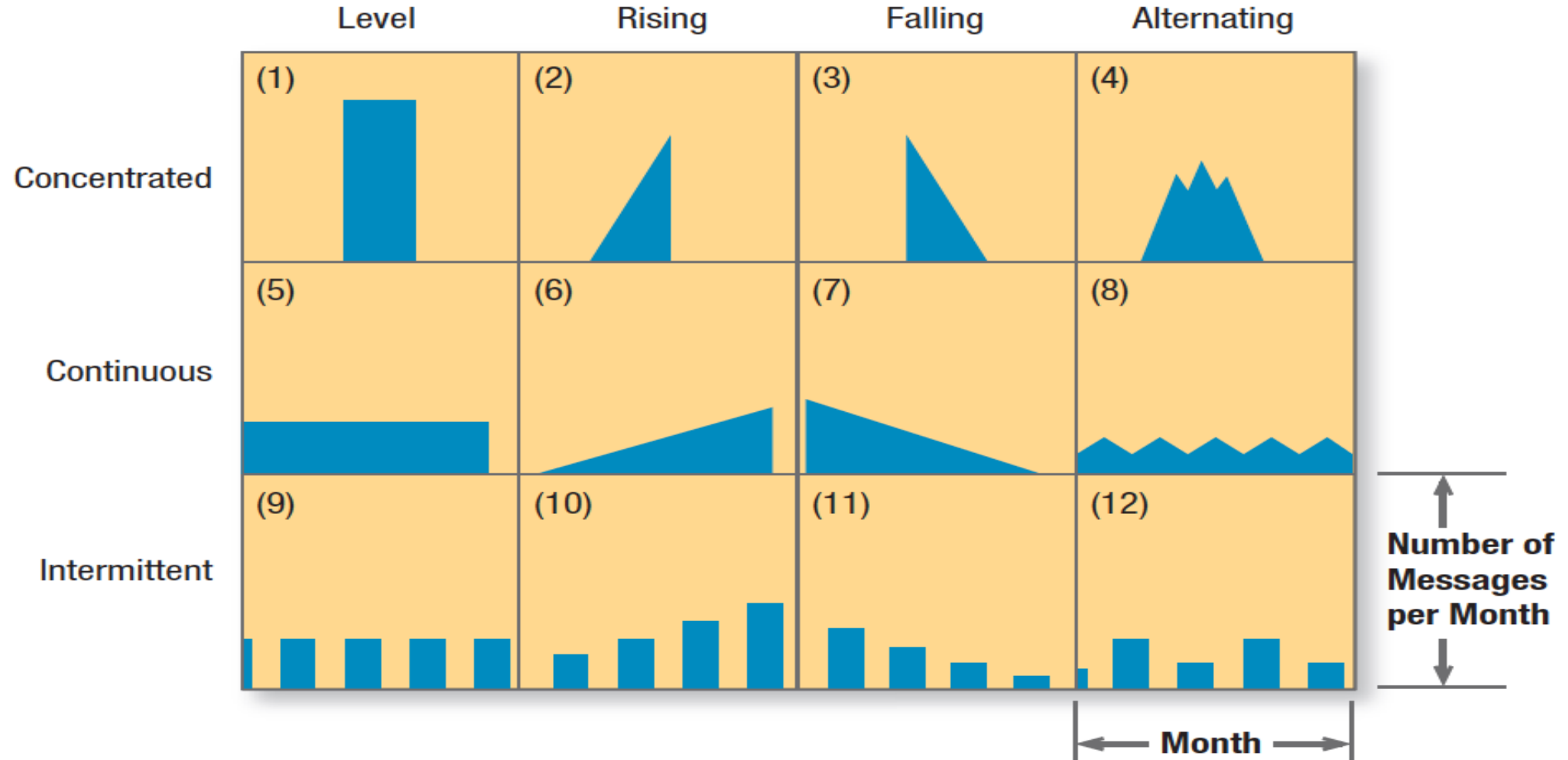
Recap

1. What are the three parts of communication?

2. How can I calculate the ROI of communication?

3. Typically, what is the split of monies between creative and media?

4. What is media multiplier? If we increase reach for the same frequency, what happens?

5. What if we increase frequency for the same reach

6. What is media optimisation?

7. How do we measure digital & radio?

8. Can we add TV viewership and radio listnership?

9. What is planning led buying vs buying led plan

10. Name opportunities to correct practical inefficiencies of media planning

11. What is difference between free media and earned media

12. How is EDM different from Digital Marketing