* Planning Media Strategy Chapter 9
  + Media Planning
    - Understanding the most optimal way of connecting with the consumer at the right place at the right time
    - Ad Agency Questions
      * Where should we advertise?
      * Which media vehicles should we use?
      * What year, month, or days should we concentrate on?
      * How often should we run our advertising?
  + Media Objectives
    - Based on SWOT analysis and ad objectives and ad strategy
    - Audience
      * Define specific types of people the advertiser wants to reach
      * Typically use geodemographic classification
    - Message-Distribution
      * Define where, when, and how often advertising should appear
    - Types
      * Audience size and message weight
        + Larger the audience size the better

Nielsen and Arbitron for broadcast and ABC for print

* + - * + Message Weight (Gross Impressions)

Total number of ad messages or exposure opportunities delivered by a single media vehicle (TV, print, or radio)

* + - * Reach
        + Total number of unique people exposed, at least once, to a medium and has an opportunity to see the ad.
      * Frequency
        + Average number of times people or homes are exposed to the medium or program
        + Repetition -> Memory
      * Continuity
        + Duration of the ad message or campaign over a specific period of time.
        + Used to sustain memory
        + New products: Heavy TV advertising followed by selective ads
    - Media Strategy Factors (5 M’s)
      * Markets: Business, Consumer, International, etc.
      * Money: Budget and allocation
      * Media: Print, broadcast, Internet
      * Mechanics: Commercials (15 and 30 sec), Print (Layout size and style)
      * Methodology: Overall strategy of selecting and scheduling media vehicles
    - Mixed-media approach
      * Combination of media
      * Why use it?
        + To reach people who are unavailable through one medium
        + One medium may be less expensive than the other
        + Each medium has a different use and value
      * Media Scheduling Tactics
        + Continuous: Steady advertising (regularly used products)

E.g. Beer, coffee, etc

* + - * + Flighting: Alternative periods of advertising (demand fluctuations like tax services)
        + Pulsing: Combo (continuous + flighting) (products like soft drinks -> consumer all year but heavily in the summer)