**Skills challenge: Media Planning**

Scenario Challenge – Fake Brief

Imagine you are working with an animal rescue charity. They usually advertise in Newspapers as part of their ongoing efforts to raise awareness of their work.

This charity is your client, and you have been tasked with planning an advertising campaign across multiple different media channels. You will need to plan which media channels you are using and make sure that the associated costs are within their advertising budgets.

They have a £10,000 budget for this campaign, including VAT.

Part 1:

Firstly, you need to work out the costs for running their newspaper advert. This is normally very effective for them at driving donations, so they’d like to continue doing this.

The standard gross cost to run a full page advert in the newspaper is £5,000. They give us a 15% discount. We also receive a 5% commission (on the gross cost) from the client to book the advert. The media space, and our commission, is subject to VAT.

1. What is the net cost of the newspaper advert (i.e. the cost to the client before VAT)?
2. What is the cost to client including VAT?
3. How much is remaining of the client’s budget?

Part 2:

You need to recommend other new media channel tests that might be suitable for the charity. Their core audience are aged 55+ who love animals.

1. What tests would you recommend for them and why?
2. What other audiences do you think they should try and reach and why?