

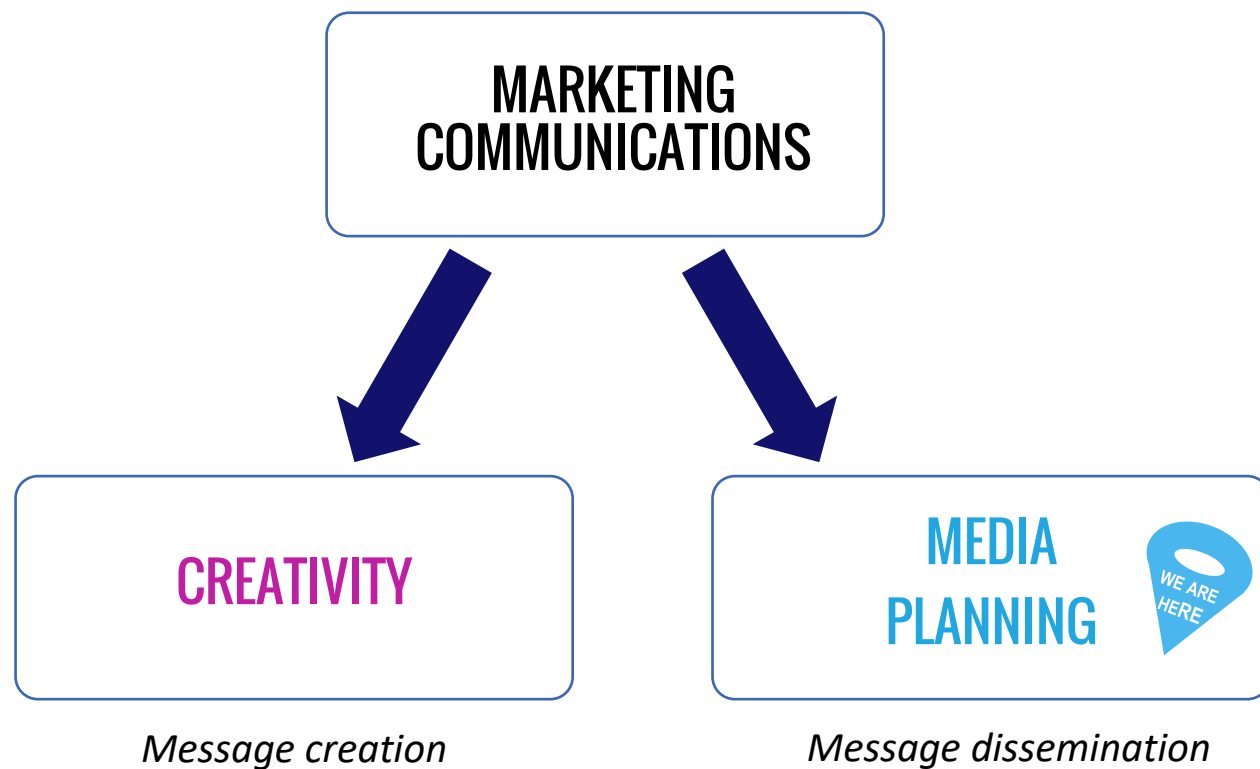
# ADVERTISING MEDIA PLANNING

*Powered by*

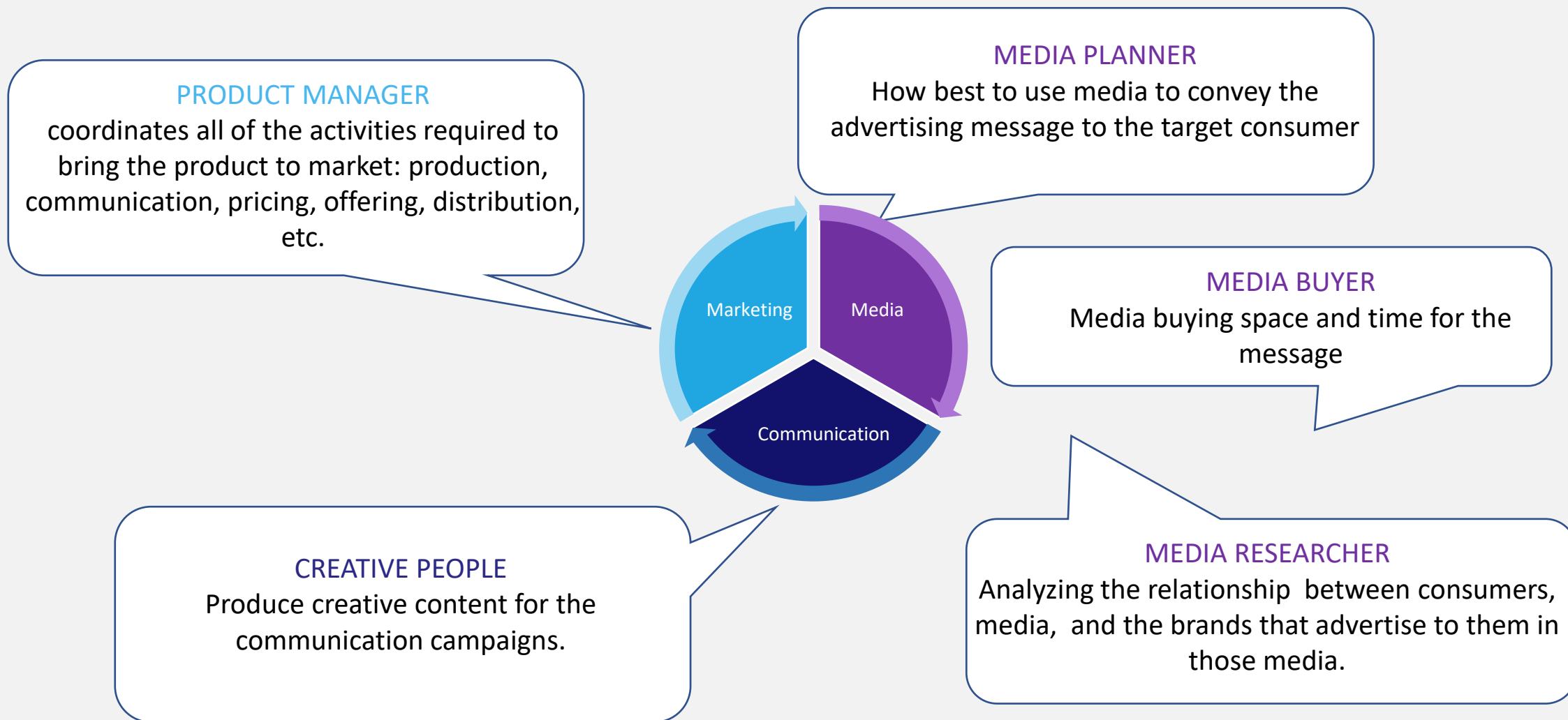


# AGENDA

- Defining Media planning
- Describing the Media Plan and its main components:
  - Target Audience
  - Communication goals
  - Media Mix and Budgeting
  - Media Schedule
  - Performance



# PRODUCT MANAGER, MEDIA MANAGER, CREATIVE MANAGER, WHO DOES WHAT?

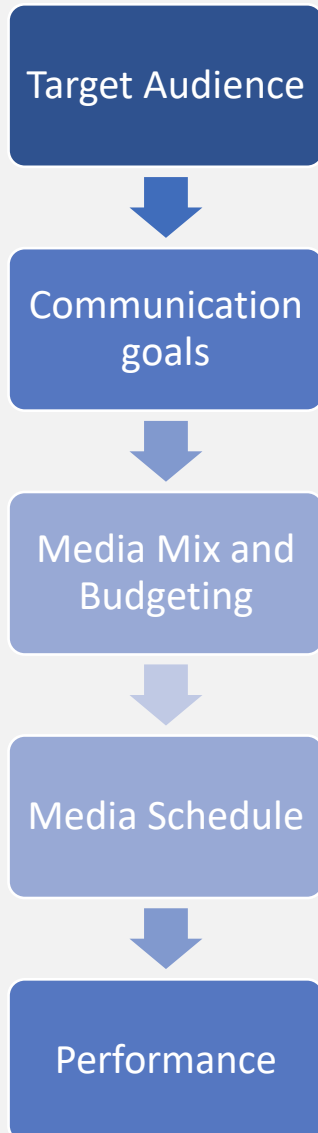


# MEDIA PLANNING

Refers to the process of selecting media time and space to disseminate advertising messages in order to accomplish marketing objectives.

- Which media to use?
- When and where to use media in order to reach your desired audience

# MEDIA PLAN



Which target to reach in priority?

Which level of the purchase funnel to boost?

What media categories to use?  
Which budget allocate across the media types and by consumer segments?

When to advertise?

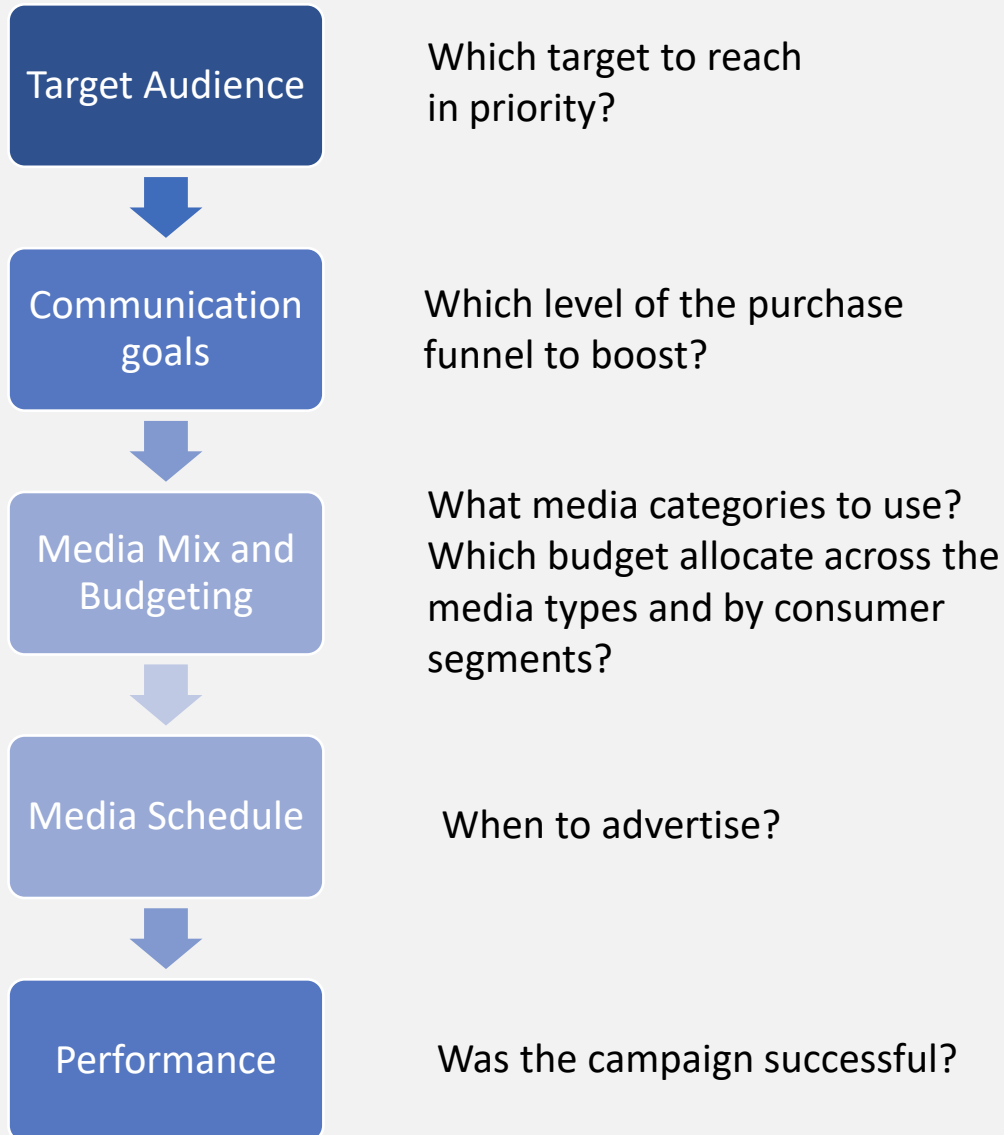
Was the campaign successful?

Setting **media objectives** in light of marketing and advertising objectives

Developing a **media strategy** for implementing media objectives

Evaluating the **effectiveness** of the media plan

# MEDIA PLAN



Where to find the information in *DIGITAL MediaPRO*?

*Segment Report*

*Market Facts*

*Key Drivers  
Media Report*

*Monthly Trends*

*Media Dashboard  
Company Report*



## WHO YOU WISH TO REACH

- Ideally, the target audience should be identical to the marketing target.
- Will you be able to put together a schedule that will convey your brand's message to the right people?

## GETTING TO KNOW THE CONSUMER

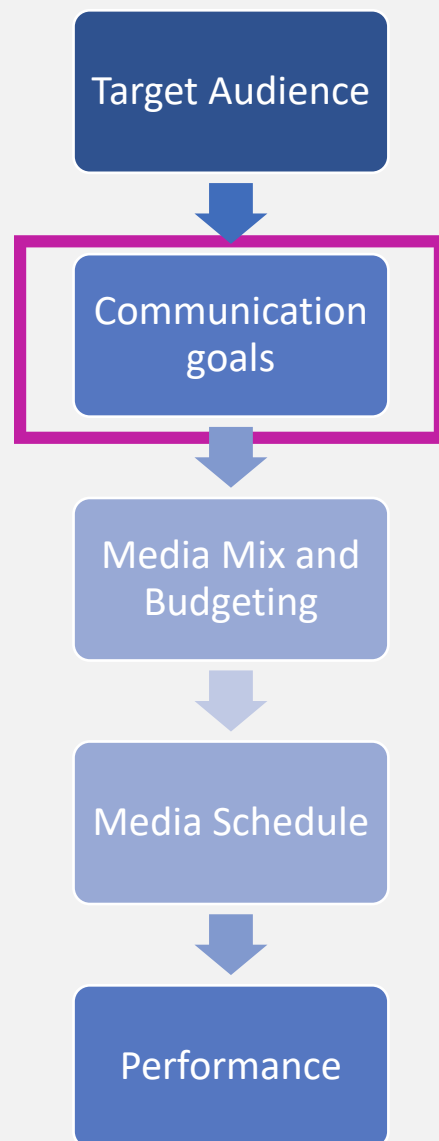
### TRADITIONAL MARKET RESEARCH

Understanding of how your consumers view and use your product

### MEDIA RESEARCH

Understanding of how and why consumers use different media types (media habits)



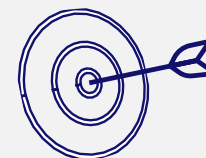


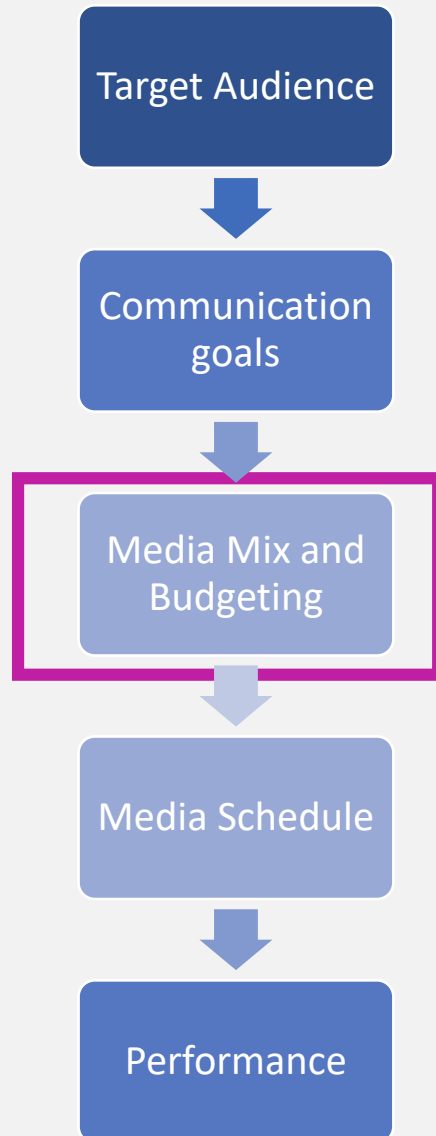
## WHAT YOU INTEND THE MEDIA PLAN TO ACHIEVE

- Which level of the purchase funnel to boost?
- To what degree the target audience must be exposed to brand messages in order to achieve advertising and marketing objectives?

In *Digital MediaPRO*, decide which level of the purchase funnel should be boosted in COMMUNICATION GOALS DECISIONS. Select up to two objectives each year, with a greater focus on the first one. The objectives impact are as follow:

- **Awareness:** to generate a fast awareness increase using specific communication strategy.
- **Interest:** to generate a better brand understanding and therefore increase your consideration, preference and purchase intention.
- **Action:** to generate better merchandising and sale promotion and therefore increase your distribution coverage and your market share.
- **Engagement:** to generate loyalty programs and therefore increase your loyalty and your advocacy.



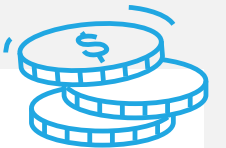


## WHAT MEDIA TO USE?

- Which media category(ies) should the advertiser use?
- Does the media vehicle match with the media habits of the target audience?
- Which media might best be suited to achieving the communication objectives and activate the stage of the decision process?
- How each media vehicle provides a cost-effective contribution to attaining the objectives?

## WHICH BUDGET ALLOCATE ACROSS THE MEDIA TYPES AND BY CONSUMER SEGMENTS?

- The factors affecting the size of an advertising budget are as follows:
  - Size of Customer Base, Degree of Competition, Stage in the Product Life Cycle, Product Characteristics, Management Philosophy about Advertising
- Budgeting methods include:
  - Percentage of Sales, Fixed Sum per Unit Sold, Industry Average (Competition Spending), Task (Objective) Method, Share of Advertising / Share of Market



In *Digital MediaPRO*, make your media mix decisions in MEDIA MIX and BUDGET DECISIONS. Review the media consumption of your consumers and divide your budget across the main categories. Then research in detail their media habits to allocate your budget across all media types e.g. for Traditional divide between Printed, Radio and Television. Information on previous years' media consumption by each segment is available to guide you.

# SOME MEDIA AND THEIR ASSETS

	TV	OOH	PRINT	CINEMA	RADIO	DIGITAL
IMPACT						
COVERAGE						
TARGETING						
COST						
MESSAGE / INFO						
CONTEXTUAL DELIVERY						
FREQUENCY MANAGEMENT						
USER FRIENDLY						



WEAK



STRONG

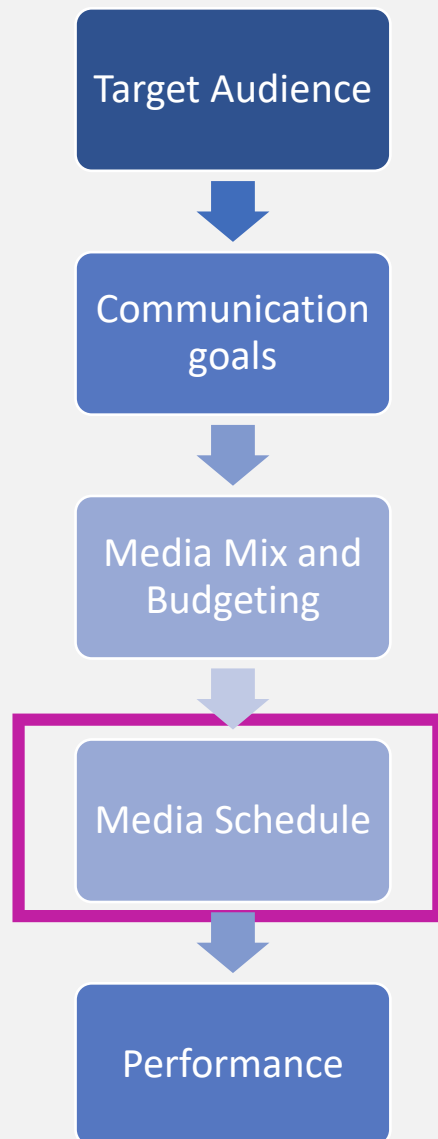


BEST on CRITERIA

# A SIMPLIFIED OVERVIEW OF WHAT TO EXPECT FROM EACH VEHICLE IN THE MEDIA MIX?

## DECISION STAGES



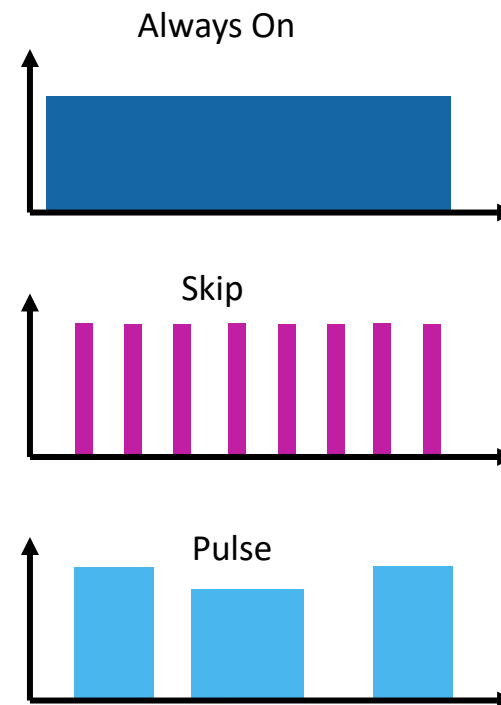


## WHEN TO ADVERTISE?

Several factors should be considered to determine the best time to reach target:

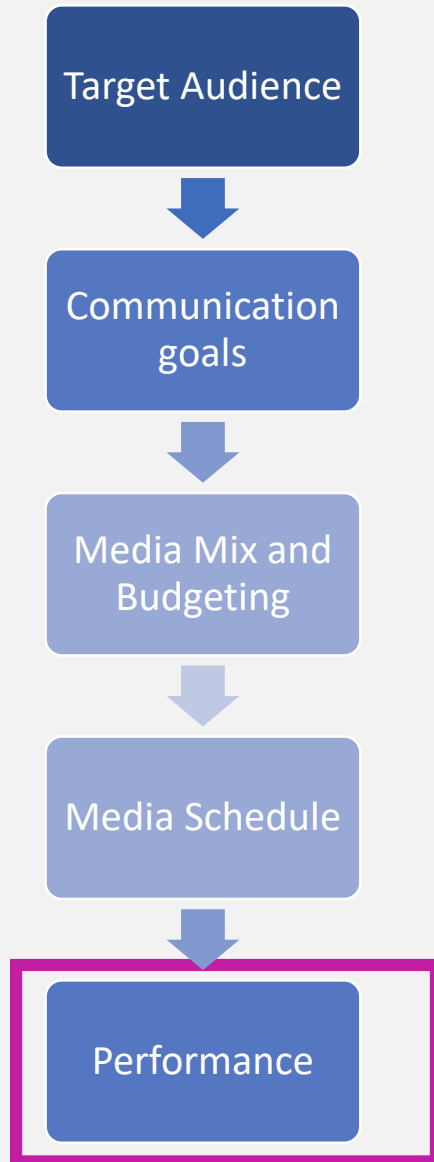
- seasonality,
- major events across the year,
- consumers' product purchase cycle,
- consumers' interval between decision-making and consumption.

## MEDIA SCHEDULING OPTIONS

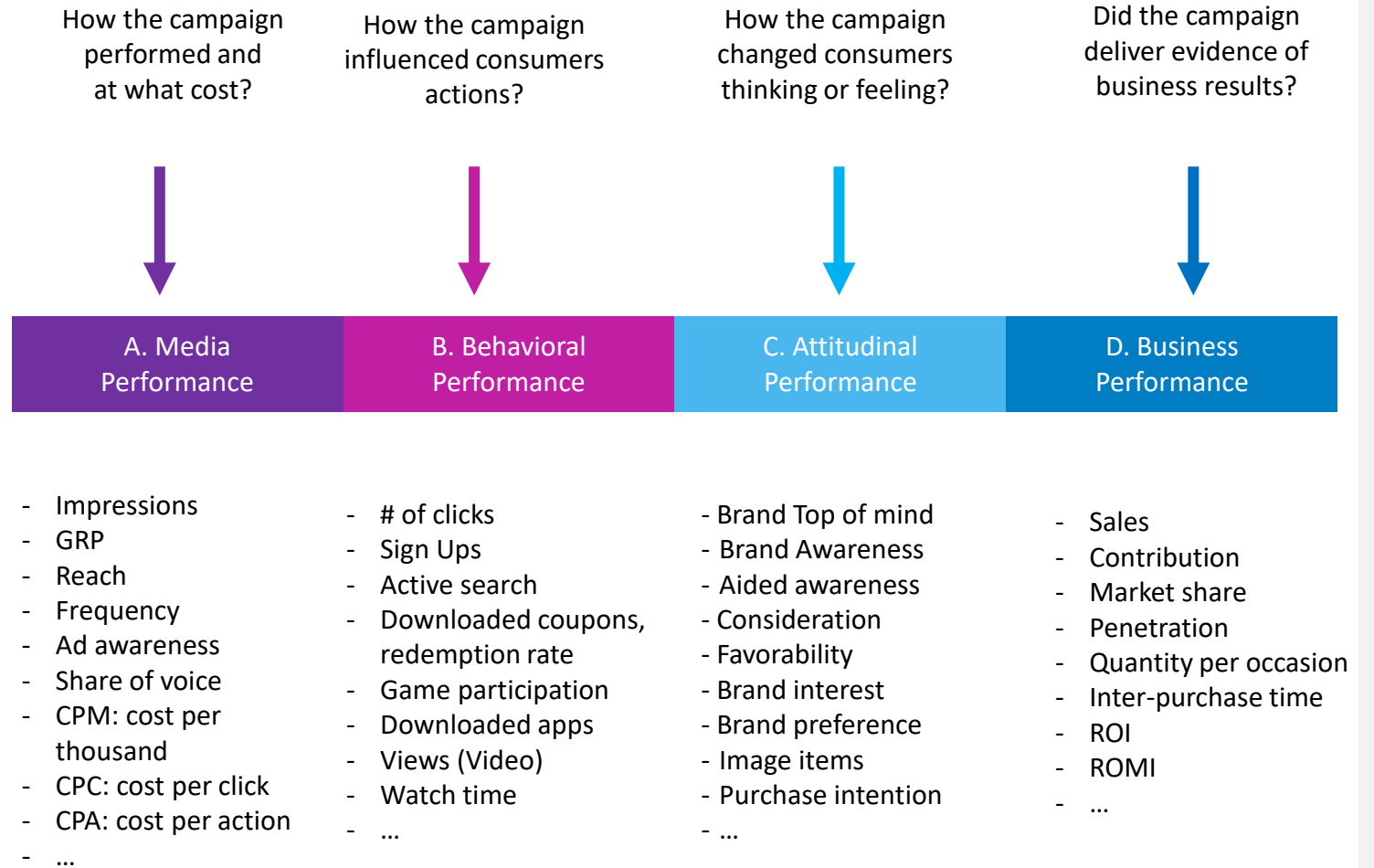


In Digital MediaPRO, the MEDIA SCHEDULE allows you to fine tune the timing of your media investment. You can target spending accurately by semester, quarter or even by month, to address seasonal trends and major events.





## WAS THE CAMPAIGN SUCCESSFUL?



# BOOK REFERENCES

- Dave Chaffey, Fiona Ellis-Chadwick (2015), *Digital Marketing: Strategy, Implementation and Practice*, Pearson, 6th Edition
- Dave Chaffey (2015), *Digital Business and E-commerce Management*, Pearson
- Helen Katz (2016), *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying*, Routledge Communication Series, 6th Edition
- Simon Kingsnorth, (2016), *Digital Marketing Strategy, An integrated approach to online marketing*, Kogan Page
- Damian Ryan, (2016), *Understanding Digital Marketing*, Kogan Page
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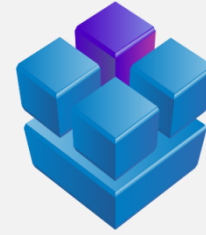
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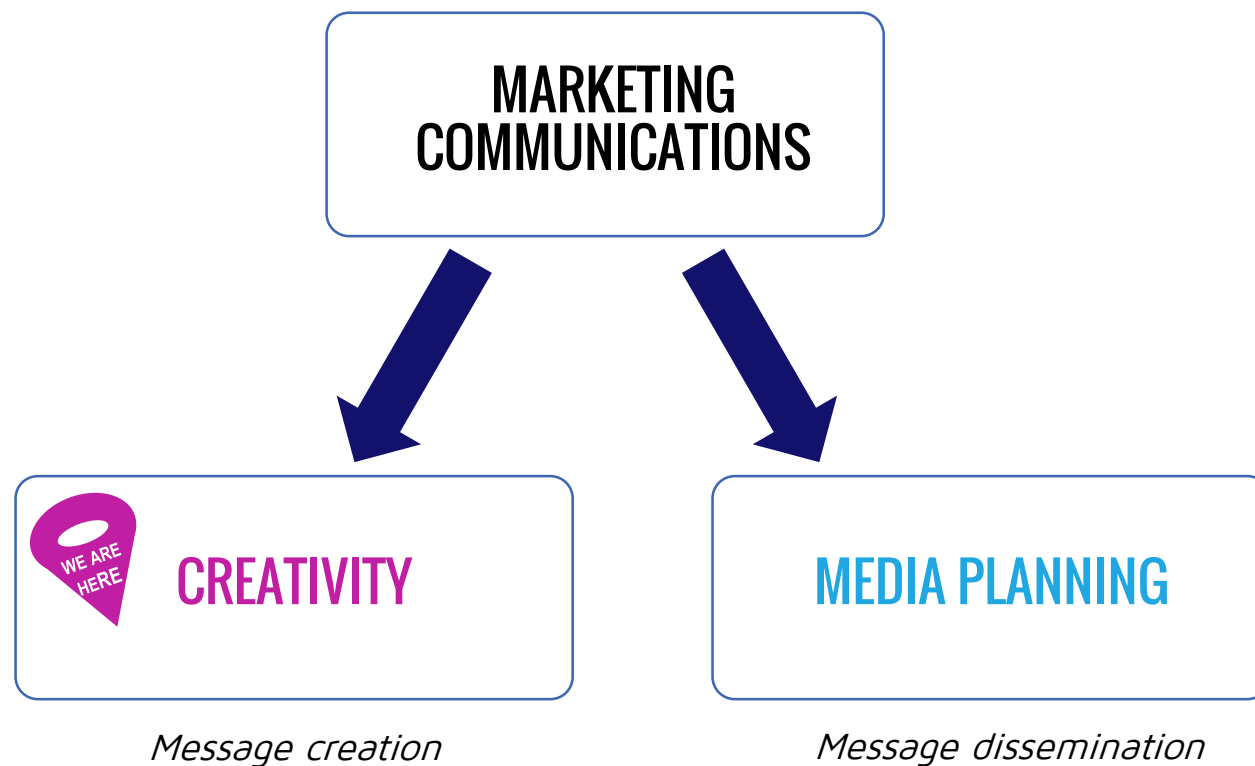
# DEVELOPING CONSUMER INSIGHTS - CONTENT POWERHOUSE

*Powered by*



# AGENDA

- Developing consumer insights is vital.
- How to create new high-quality content in *Digital* MediaPRO?
  - The Content Powerhouse decisions and the initiatives



# FINDING GOOD INSIGHTS IS VITAL TO THE SUCCESS OF CAMPAIGNS.

## What is an insight?

- "An understanding of what something is like", Oxford dictionary

- A true revelation of the consumer, an astonishing disclosure about people, the category or the wider world.

⇒ Find out why your target **thinks what they think**, **feels what they feel** and **behaves as they behave** (Think, Feel, Do).

## How to figure out an insight?

- Investigation based on observation, intuition, introspection and the understanding of several issues.
- Interviews, surveys, participant observation, discussion on social networks, forums, blogs, etc.
- The goal is to turn data into information, and information into insight.

With **high-quality insights**, the message will be:

- more creative
  - in line with consumers' motivations
  - more powerful messaging
- ⇒ and finally, **more impactful advertising**

# THREE INITIATIVES TO CREATE HIGH-QUALITY CONTENT IN *DIGITAL* MEDIAPRO

## Social Listening

Also known as **social media monitoring**, social listening is the process of identifying and assessing what is being said about a company, competition, individual, product or brand, on social media.

## Data Analytics



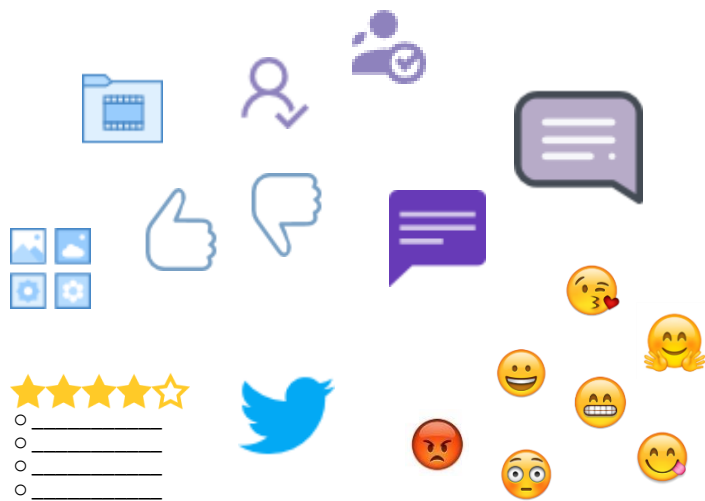
Data Analytics is the process of examining data sets to draw useful business conclusions about the information they contain, increasingly with the aid of specialized systems and software.

## Creative sessions

In advertising agencies, this is the activity of creative teams who collaborate to understand the needs of consumers, develop concepts, and design content.

# SOCIAL LISTENING

Social media data are any information that is created by users of online systems and intended to be shared with others. They are also termed user generated content (UGC).



Social media information can take a number of forms, including photos, videos, comments, reviews, tweets, podcasts, pins, posts, ratings, emojis, likes, blogs, etc.

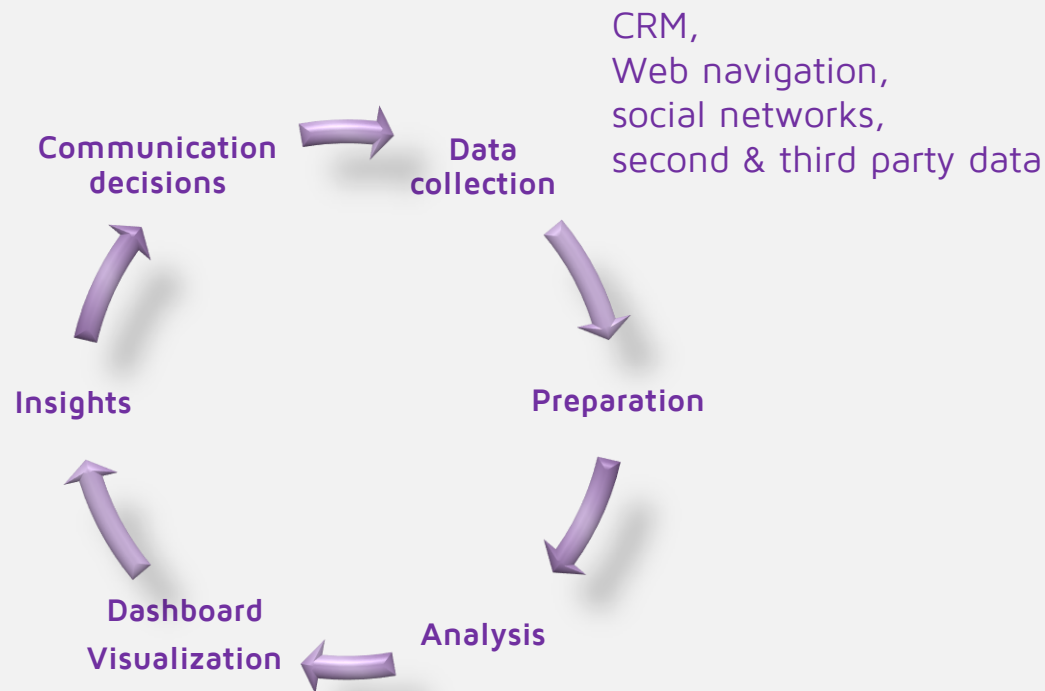
👍 Pros: Fast and immediate feedback; Low cost access the data; Represent the unprompted, unfiltered, and authentic voice of the consumer

👎 Cons: requires expertise to clean, organize and analyze the data properly; Profile of the social media commenters who may not be representative of the brand's target audience; some topics might be not discussed on the web.

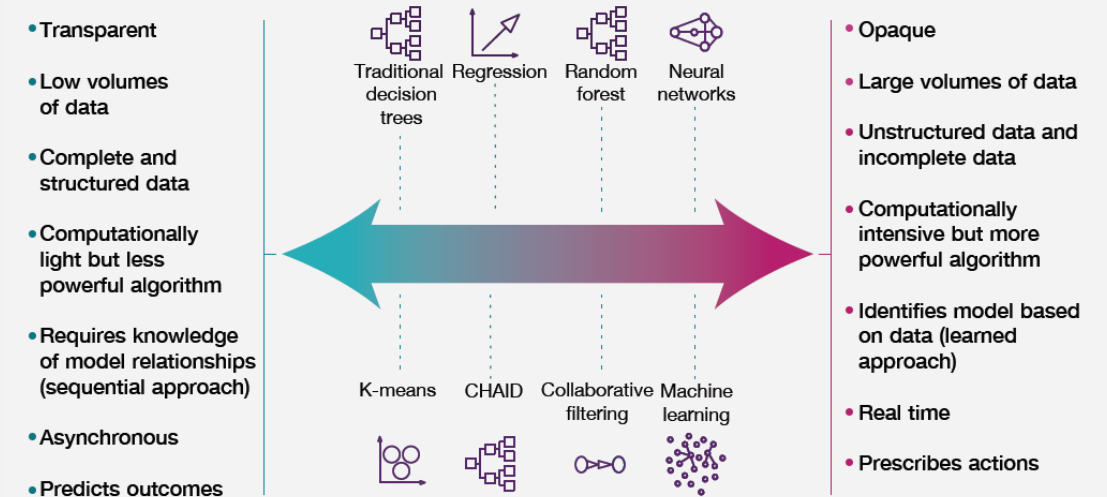
## Some usual applications in marketing

- Getting to know consumers better
- Detecting trends
- Anticipating and preventing digital crises
- Gauging the firm's reputation
- Discovering influencers and key opinion leaders

Unlock the power of data, allow insights to emerge, and enhance marketing strategies.



The choice of which analytics approach to follow depends on the specific situation and the trade-offs.



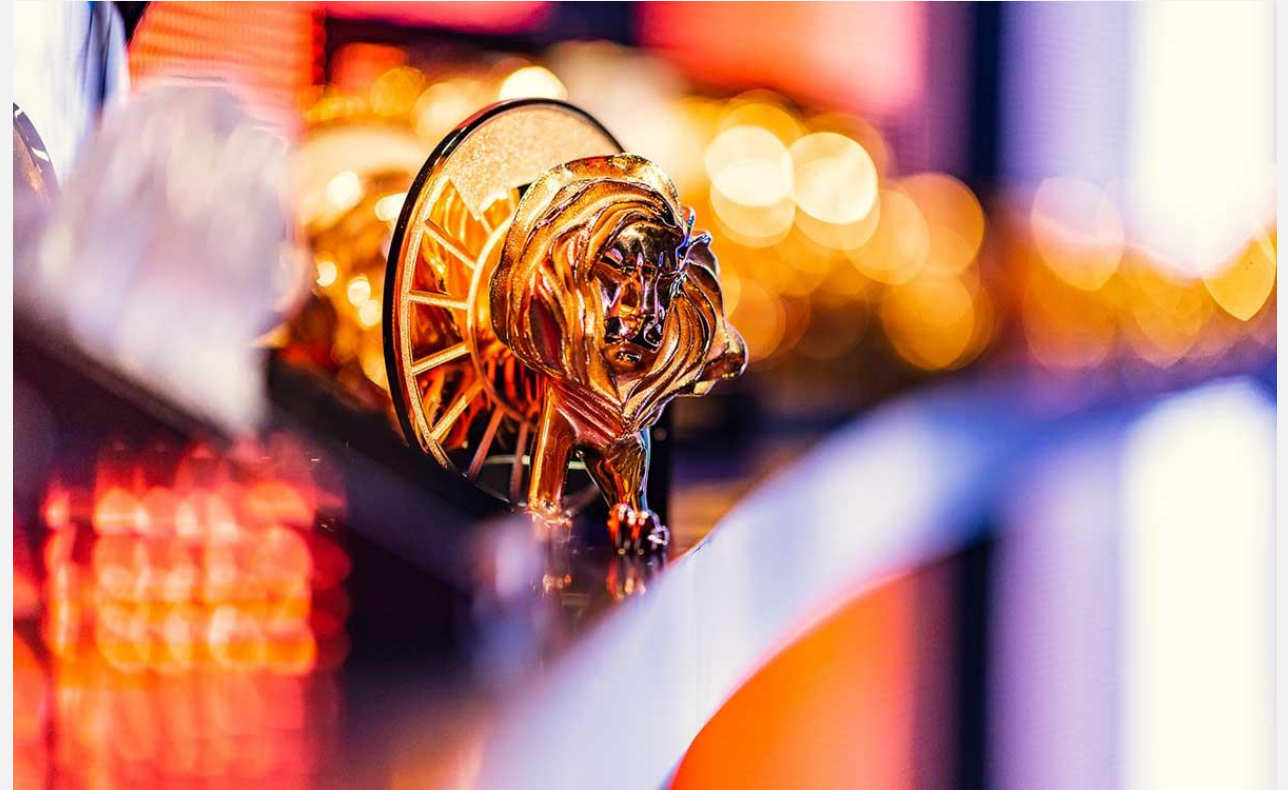
Source: McKinsey, 2018, What really matters in B2B dynamic pricing, By Arnau Bages-Amat, Walter Baker, Nicolas Magnette, and Georg Winkler

Creativity is a core part of the communication agencies' DNA. It grabs consumers' attention and affect brand perception.

Recruiting the best creative people is a necessity for the communication agencies.

Each year, the Cannes Lions International Festival of Creativity awards the most creative campaigns.

Visit the website, [canneslions.com](http://canneslions.com), and discover the winners.



Source: [www.canneslions.com](http://www.canneslions.com)



# HOW TO CREATE NEW HIGH-QUALITY CONTENT IN DIGITAL MEDIAPRO?



## CONTENT POWERHOUSE: Research for insights to make your communication more effective

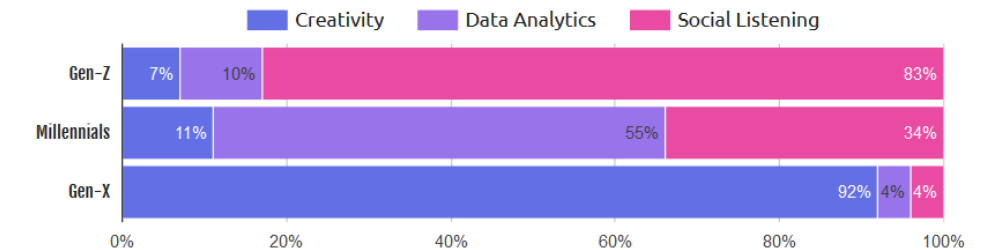
- Discover and reinforce consumer insights by investing in:
  - Social Listening,
  - Data Analytics
  - and Creative sessions.
- Allocate a budget for each of these initiatives across consumer groups (between 10% and 20% of total budget).

⇒ High quality insights increase the impact of messages and help to reach media objectives

## To make the right decision, information is available on:

- the most relevant initiatives for different consumers

INSIGHTS SOURCES

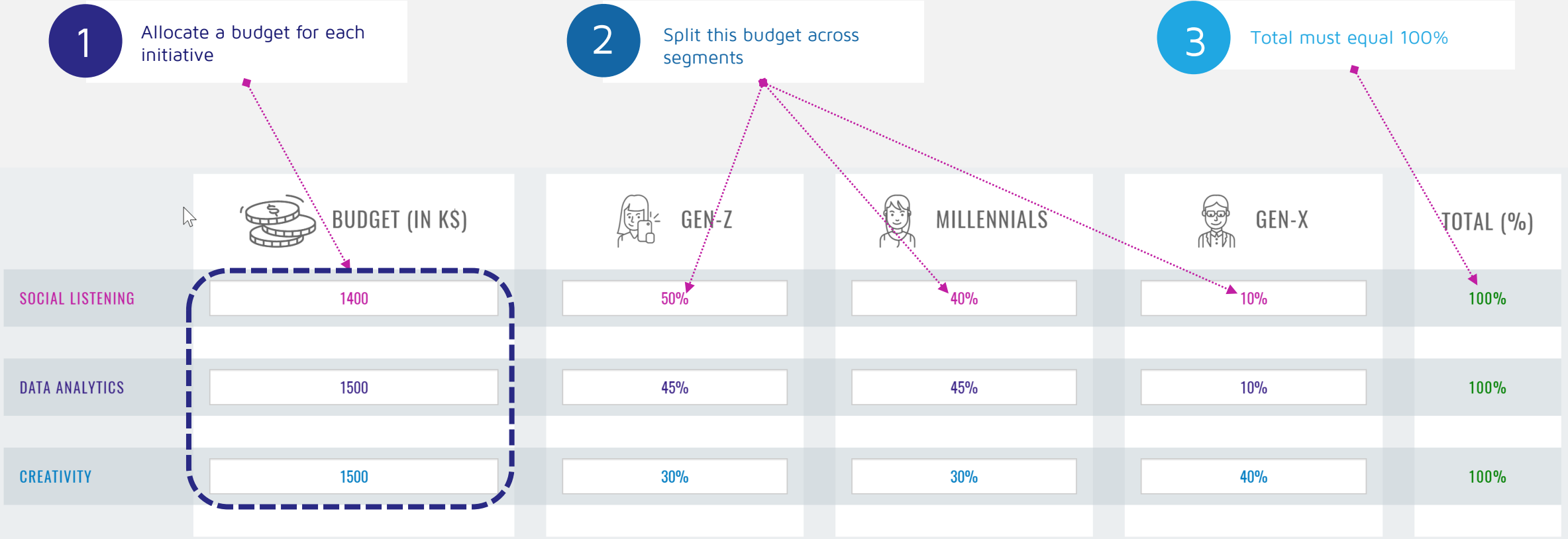


- and on the relative quality of the insights

CONSUMER INSIGHTS QUALITY



THE CONTENT POWERHOUSE DECISIONS: Allocate a budget for each initiative and across segments to improve your insights quality. You can invest until you reach the highest level of insights quality. Standard budget allocated to initiatives between 10% and 20% of total budget.



# REFERENCES

Burns A. C., Veeck A., Bush R.F. *Marketing Research*, (2017), Pearson, 8th Edition

Gandomi A., Haider M., (2015), Beyond the hype: Big data concepts, methods, and analytics, *International Journal of Information Management*, Volume 35, Issue 2, April 2015, Pages 137-144

McKinsey, 2018, What really matters in B2B dynamic pricing, by Arnau Bages-Amat, Walter Baker, Nicolas Magnette, and Georg Winkler

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# THE PURCHASE PROCESS AND THE PURCHASE FUNNEL TOOL

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# AGENDA

- The purchase process
- The consumer journey: connecting with the target
- The purchase funnel:
  - Definition
  - How to optimise it?
  - How to use it in *Digital* MediaPRO?

## THE PURCHASE PROCESS

The traditional consumer *buying funnel*, also known as the *consumer purchase path*, has been used as a marketing model for years.

This model describes the decision-making process a person goes through prior to making a purchase.



Purchase funnel and customer journey are similar ideas,  
but they mean different things.

PURCHASE FUNNEL



WHAT IS THE MAIN  
OBJECTIVE?

CUSTOMER JOURNEY



HOW AND WHEN TO  
CONNECT WITH THE  
TARGET?

# 1. CUSTOMER JOURNEY

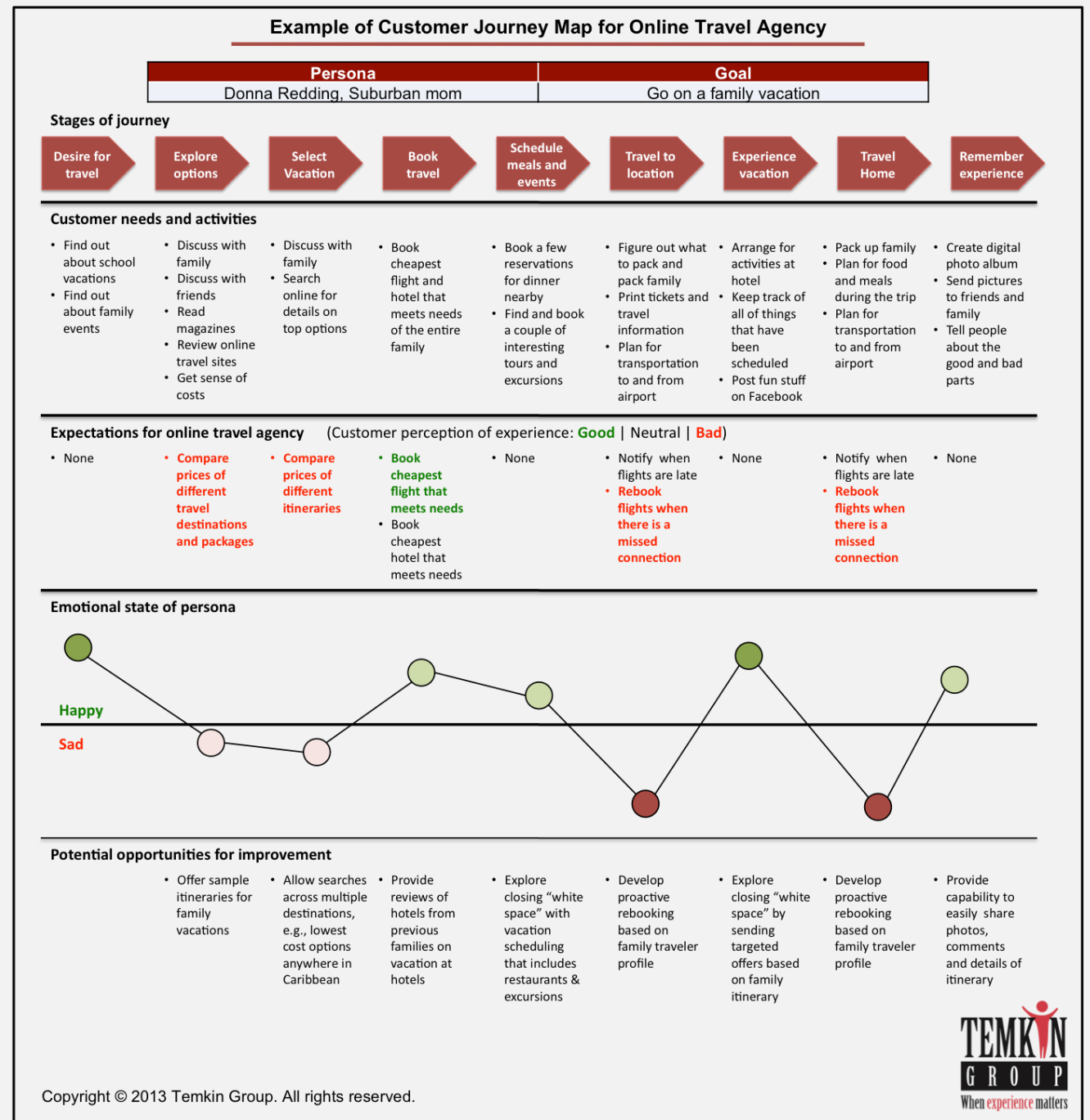
# WHERE AND WHEN TO CONNECT WITH THE PEOPLE IN A CONTEXT OF USE?



## CUSTOMER JOURNEY:

A description of modern multichannel buyer behaviour as consumers use different media to select suppliers, make purchases and gain customer support.

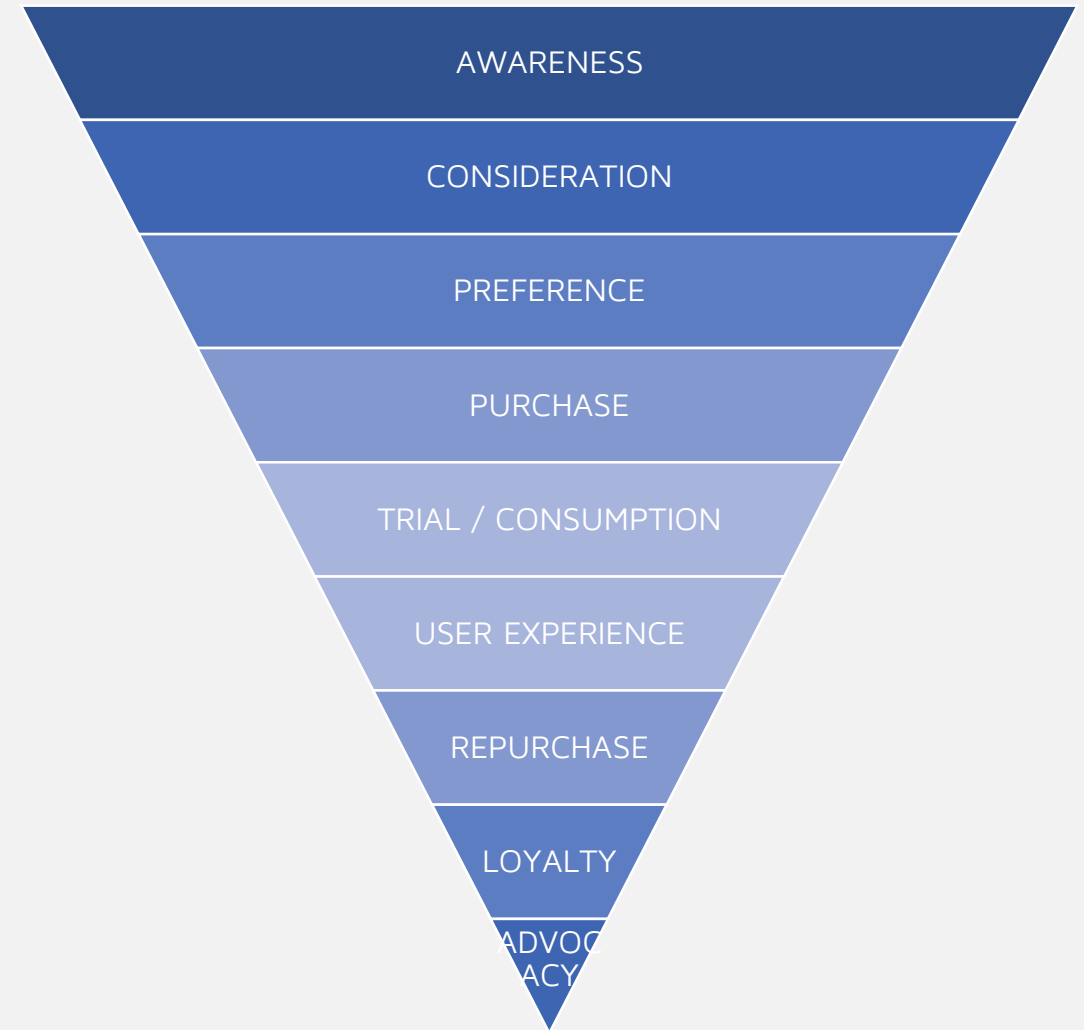
A **customer journey map** is a visualization framework, designed to highlight a customer's experience, from their first pain point to contact with your brand, to sale, and further beyond.



## **2. PURCHASE FUNNEL: WHAT IS IT AND HOW TO USE IT?**

## THE PURCHASE FUNNEL TOOL / LADDER OF ADOPTION

This is an overview of steps a customer goes through when considering, purchasing, using, and maintaining loyalty to a product or service.



Awareness	The moment a consumer first learns about a product/services and/or the advertiser's brand	Does the consumer know who you are?
Consideration	Occurs when the consumer learns details about the product/services	Can your brand solve their problem?
Preference	The stage when the consumer compares the brand or product/services to the competition, while identifying the one that appeals most to their needs	Is your product the best solution to their needs?
Purchase	The moment the consumer comes to a decision to buy that product or service	Will the consumer actually buy your product?
Trial/Consumption	Occurs when the consumer uses the product or service	Did your brand solve their problem?
User Experience	is a person's emotions and attitudes about using a particular product or service.	Was the experience enjoyable?
Repurchase	When the consumer decides to buy again that product or service	Did they buy your product again?
Loyalty	The consumer's decision to continue purchasing that product or service	Will they become a loyal customer (thus circumventing the awareness and consideration phase in the future?)
Advocacy	Occurs when the consumer loves a product or brand so much, they promote it to their friends, family, and/or social network	Will they talk/share/prag about you?

## WHAT'S NEW WITH THE SALES FUNNEL?

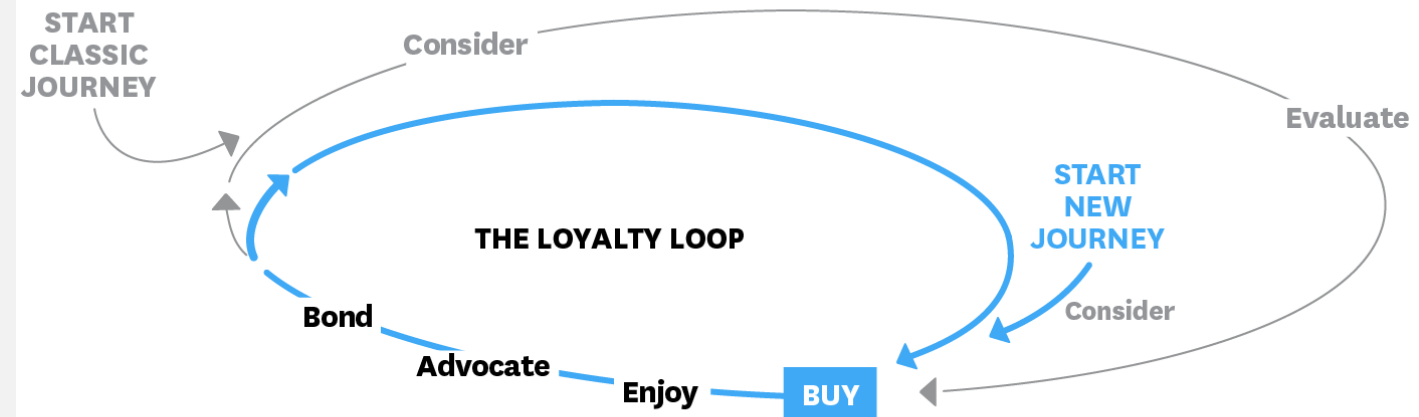
- Some businesses break their marketing funnel down into smaller stages.
- Others claim that marketing has evolved, consumers interact with many different touchpoints: the marketing funnel is no longer relevant because the buying process is no longer linear. Not so sure!
- Of course, the traditional sales funnel needs to be adapted to the firm's sector and customers' consumption habits. Nevertheless, it remains a robust model [to set strategic objectives](#).



Consultant firms have developed their own model.  
Let us expose some of them in the next slides.

# THE CONSUMER DECISION JOURNEY BY MCKINSEY

## Streamlining the Decision Journey



### CLASSIC JOURNEY

In the classic journey, consumers engage in an extended consideration and evaluation phase before either entering into the loyalty loop or proceeding into a new round of consideration and evaluation that may lead to the subsequent purchase of a different brand.

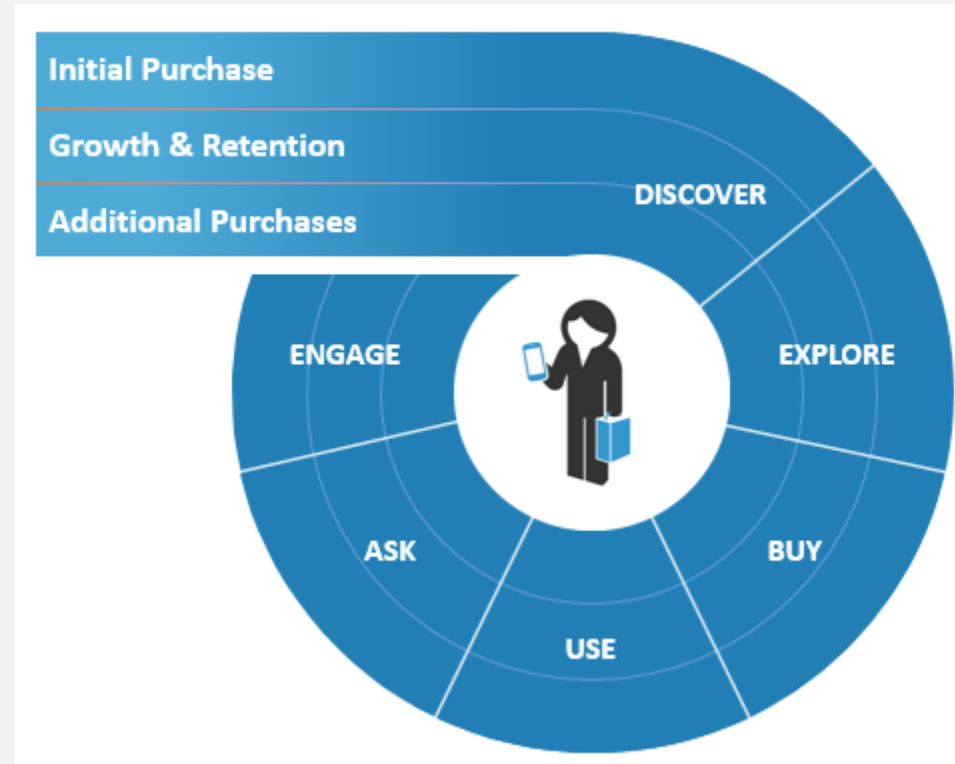
### NEW JOURNEY

The new journey compresses the consider step and shortens or entirely eliminates the evaluate step, delivering customers directly into the loyalty loop and locking them within it.

SOURCE DAVID C. EDELMAN AND MARC SINGER  
FROM "COMPETING ON CUSTOMER JOURNEYS," NOVEMBER 2015

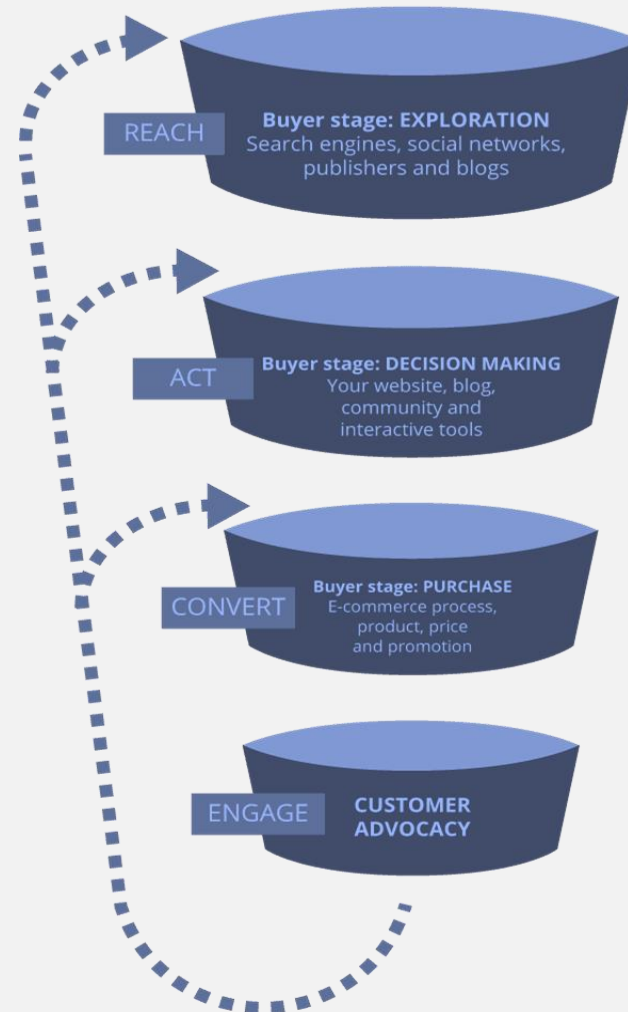
© HBR.ORG

# THE CUSTOMER LIFE CYCLE BY FORRESTER



Source : [https://go.forrester.com/blogs/16-09-30-how\\_do\\_buyer\\_journeys\\_relate\\_to\\_the\\_customer\\_life\\_cycle/](https://go.forrester.com/blogs/16-09-30-how_do_buyer_journeys_relate_to_the_customer_life_cycle/)

# THE RACE MODEL



# HOW TO USE THE PURCHASE FUNNEL?

1. Use the purchase funnel to identify the key stages to be strengthened in priority.
2. Then, align the **marketing objectives** to boost key stages of the purchase funnel.

## EXAMPLE

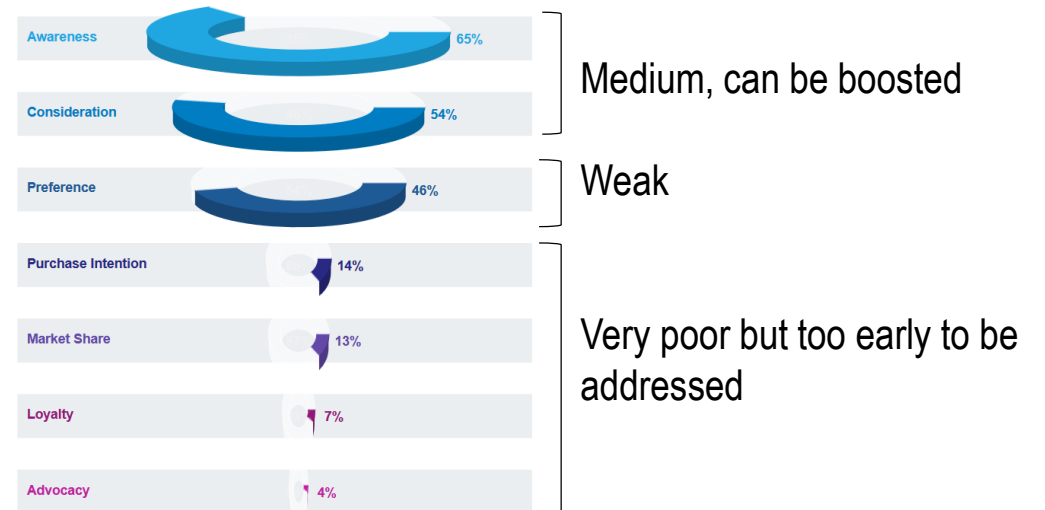
PURCHASE FUNNEL

Region

Rural

Segment

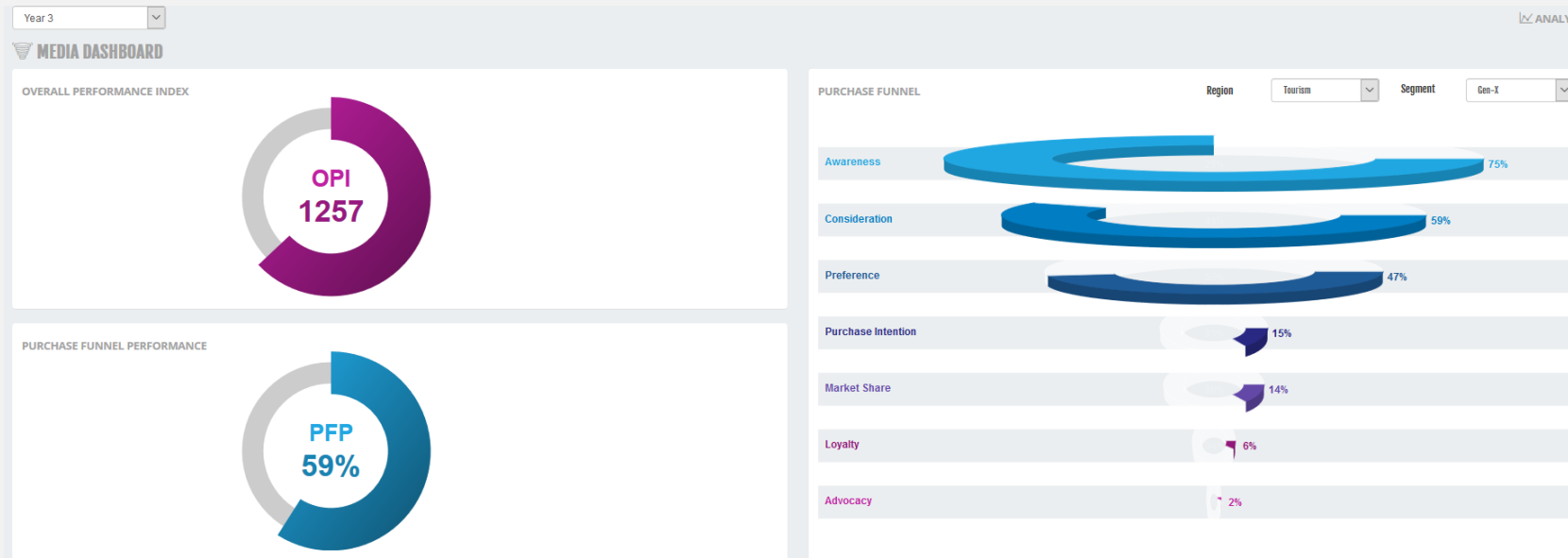
Gen-X



# 3. PURCHASE FUNNEL IN *DIGITAL* MEDIAPRO

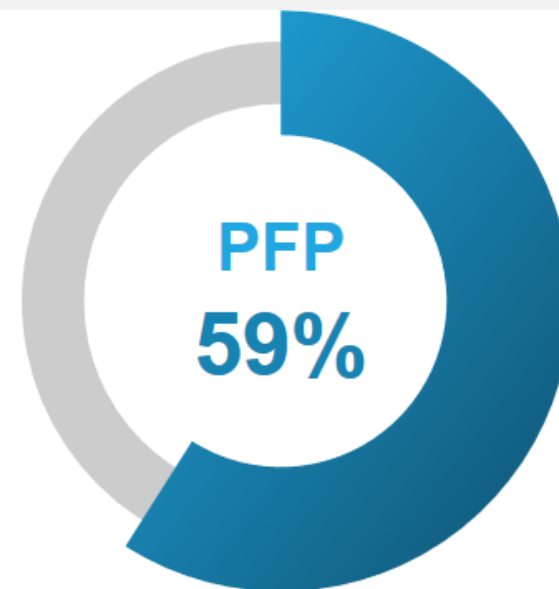
# PURCHASE FUNNEL IN *DIGITAL* MEDIAPRO

**The Purchase Funnel** can be found in the Media Dashboard.  
It varies across segments and regions.  
It evolves over time with the actions taken by the team



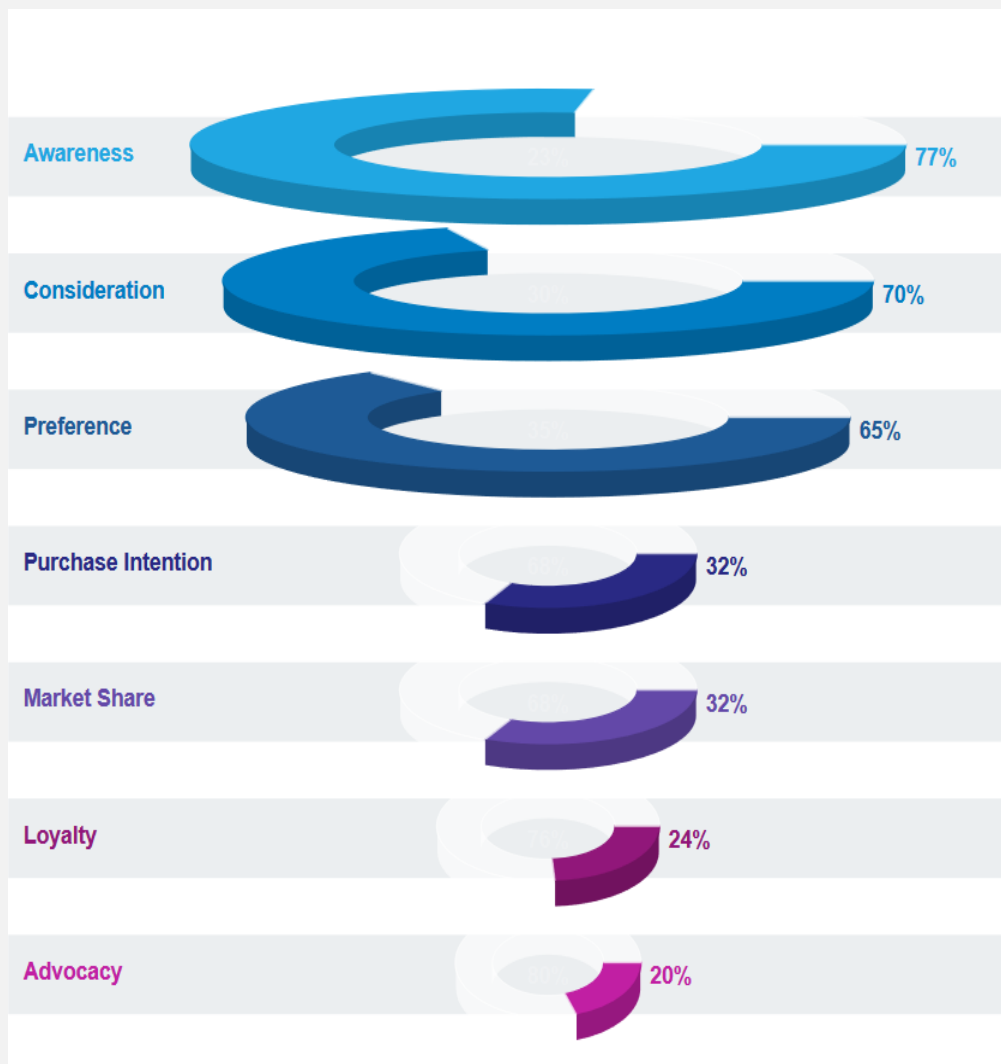
**The PFP Index (Purchase Funnel Performance)** is a measure of how well the purchase funnel has been managed.

It is computed based on the different purchase funnel levels, each level is weighted in importance. The most highly weighted levels are **Purchase Intention** and **Market Share**.





## LADDER of ADOPTION / MEDIA OBJECTIVES



**Awareness** – Extent to which a product is recognized by potential consumers and is correctly associated with a particular product.

**Consideration** – Consumer evaluation of how your offering meets this need, including the evaluation of offerings from your competitors.

**Preference** – A consumer's logical and emotional inclination towards one solution or another, ultimately leading to a purchasing decision.

**Purchase intention** – Consumers will intend to purchase the product if they can find it

**Market share** – Consumer has bought your product.

**Loyalty** – Likelihood that previous consumers will continue to buy your product.

**Advocacy** – Consumers will promote and recommend your product.

**AWARENESS**

**INTEREST**

**ACTION**

**ENGAGEMENT**

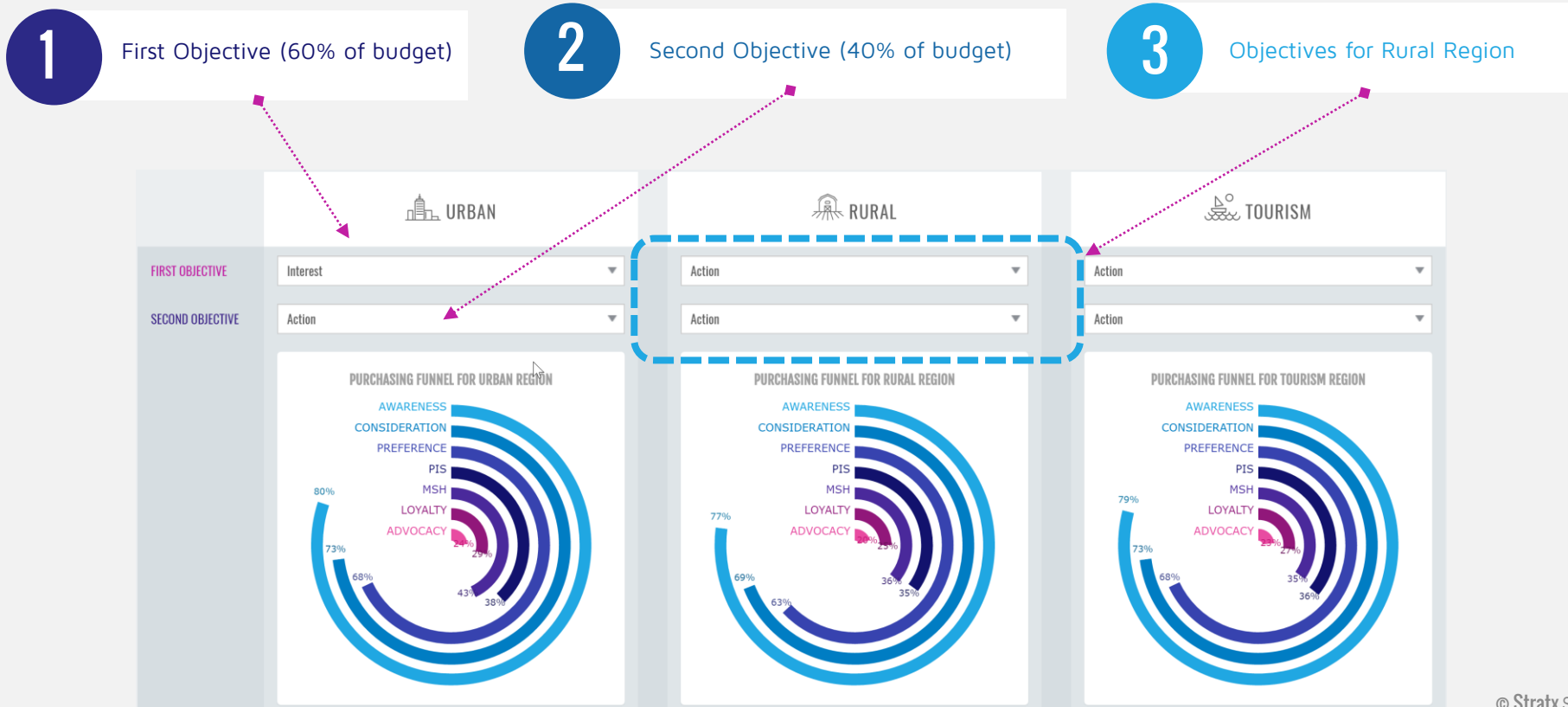
# COMMUNICATION GOALS DECISIONS

## Set communication objectives to boost specific purchase funnel levels

Objectives should be **consistent** with management decisions (brand modification, price modification) and **brand situation**.

The Objectives **impacts** are as follow:

- The **awareness** objective will generate a **greater increase in awareness** from a given communication spend.
- The **interest** objective will generate a better brand understanding and therefore increase your **consideration, preference** and **purchase intention**.
- The **action** objective will generate better merchandising and sales promotion and therefore increase your **distribution coverage** and so your **market share**.
- The **engagement** objective will generate loyalty programs and therefore increase your **loyalty** and your **advocacy**.



# BOOK REFERENCES

- Dave Chaffey, Fiona Ellis-Chadwick (2015), *Digital Marketing: Strategy, Implementation and Practice*, Pearson, 6th Edition
- Dave Chaffey (2015), *Digital Business and E-commerce Management*, Pearson
- Helen Katz (2016), *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying*, Routledge Communication Series, 6th Edition
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# MEDIA CATEGORIES AND MEDIA VEHICLES

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# AGENDA

- POEM: Paid, owned and earned media.
- Pros & cons of main media
- Media advertising spending
- Trends: Digital ad spending and its portion in the total ad spending

# POEM: PAID - OWNED - EARNED MEDIA

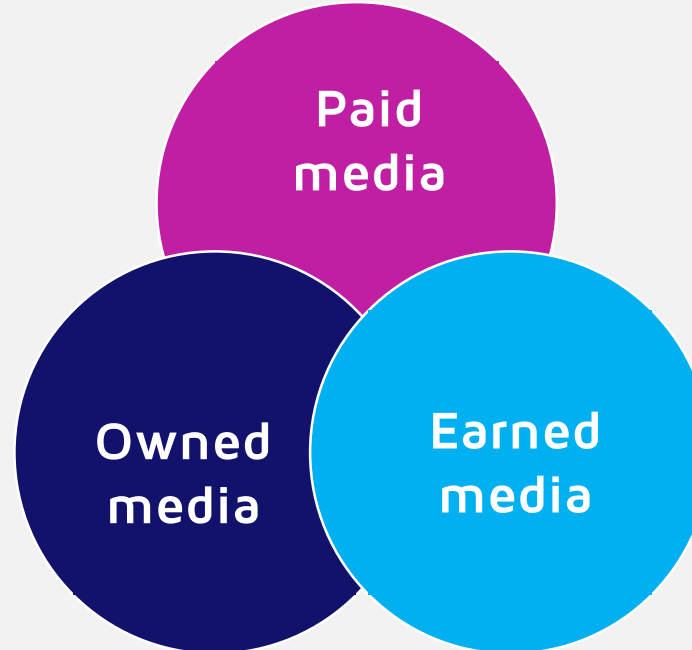
## OPTIMIZE EXPENDITURES

### Advertising

Television, Radio, Magazines, Newspapers,  
Out-of-home, Digital, Mobile

## REINFORCE Digital properties

Firm's website(s),  
Blogs, Social  
presence,  
Mobile apps,  
Sponsorship,  
Custom events,  
Brochures



## GENERATE CONVERSATION Partner networks

Publisher editorial  
Influencer outreach  
Word-of-mouth  
Social networks  
Public relations

Before deciding which media might best be suited to achieving your plan objectives, it is important to consider the advantages and disadvantages that each medium can offer.

Paid media	Pros	Cons
Television	True to life; Pervasive; Reaches masses	High cost; Brief exposure; Clutter; Poor placement
Radio	Local appeal; Targeted audience; Lower cost; Close to purchase; High frequency	Sound only; Short message life; Fragmentation
Newspaper	Wide reach; Timeliness; Desirable audience; Editorial context; Local/regional	Short message life; Active readers; Black and white
Magazines	Upscale and niche audiences; Reader involvement	Higher cost; Long planning cycle
Outdoor billboards/ out-of-home ad	Large size; Mobility	Brief exposure; Environmental criticism
Digital display / search / online video / social	Flexibility; Targeted message; Reach; Measurability	Consumer irritation; Clutter
Mobile	Location targeting; Direct response	Privacy ; Consumer irritation

Owned media	Pros	Cons
Brand website	Expanded communication; Low cost	Limited audience Weak link to goals
Sponsorship	Surrounding consumer; Enhanced image	Sponsor mismatch Imprecise; Measurement
Custom events	Creativity; Cost flexibility	Strategic weakness; Cool factor overload

Earned media	Pros	Cons
Word-of-mouth	Consumer driven communications; Minimal cost	Lack of control; Weak measurability
Social networks	Reaching the masses	Questionable ad effectiveness; Value of content
Public relations	Changing consumer perceptions	Indirect effects; No free ride



# MEDIA ADVERTISING SPENDING (US, CHINA, GERMANY)

## US Total Media Ad Spending, by Media, 2016-2022

billions

	2016	2017	2018	2019	2020	2021	2022
<b>Digital</b>	<b>\$72.85</b>	<b>\$88.40</b>	<b>\$111.14</b>	<b>\$132.32</b>	<b>\$156.74</b>	<b>\$172.39</b>	<b>\$187.88</b>
—Mobile	\$47.09	\$57.45	\$76.17	\$93.25	\$113.21	\$127.93	\$141.36
—Desktop/ laptop	\$25.76	\$30.94	\$34.97	\$39.07	\$43.53	\$44.46	\$46.52
<b>TV*</b>	<b>\$71.29</b>	<b>\$70.22</b>	<b>\$69.87</b>	<b>\$69.17</b>	<b>\$69.52</b>	<b>\$68.82</b>	<b>\$68.13</b>
<b>Print</b>	<b>\$25.49</b>	<b>\$22.81</b>	<b>\$18.74</b>	<b>\$15.41</b>	<b>\$12.92</b>	<b>\$11.02</b>	<b>\$9.63</b>
—Newspapers**	\$13.33	\$11.86	\$9.76	\$7.96	\$6.44	\$5.29	\$4.44
—Magazines**	\$12.16	\$10.94	\$8.97	\$7.45	\$6.48	\$5.74	\$5.19
<b>Radio***</b>	<b>\$14.33</b>	<b>\$14.33</b>	<b>\$14.41</b>	<b>\$14.43</b>	<b>\$14.46</b>	<b>\$14.49</b>	<b>\$14.52</b>
<b>Out-of-home</b>	<b>\$7.60</b>	<b>\$7.70</b>	<b>\$8.08</b>	<b>\$8.16</b>	<b>\$8.43</b>	<b>\$8.51</b>	<b>\$8.60</b>
<b>Directories**</b>	<b>\$2.35</b>	<b>\$1.83</b>	<b>\$1.47</b>	<b>\$1.19</b>	<b>\$0.99</b>	<b>\$0.84</b>	<b>\$0.74</b>
<b>Total</b>	<b>\$193.91</b>	<b>\$205.29</b>	<b>\$223.70</b>	<b>\$240.68</b>	<b>\$263.05</b>	<b>\$276.07</b>	<b>\$289.50</b>

Note: numbers may not add up to total due to rounding; \*excludes digital;  
\*\*print only, excludes digital; \*\*\*excludes off-air radio and digital  
Source: eMarketer, Sep 2018

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www.eMarketer.com

## Total Media Ad Spending in China, by Media, 2014-2020

billions

	2014	2015	2016	2017	2018	2019	2020
<b>Digital</b>	<b>\$23.55</b>	<b>\$31.09</b>	<b>\$40.42</b>	<b>\$50.52</b>	<b>\$62.14</b>	<b>\$73.32</b>	<b>\$83.59</b>
—Mobile	\$8.21	\$17.07	\$27.31	\$37.63	\$49.18	\$60.25	\$70.43
<b>TV*</b>	<b>\$20.01</b>	<b>\$19.61</b>	<b>\$18.92</b>	<b>\$18.64</b>	<b>\$18.73</b>	<b>\$18.83</b>	<b>\$18.92</b>
<b>Out-of-home</b>	<b>\$7.60</b>	<b>\$8.36</b>	<b>\$9.02</b>	<b>\$9.48</b>	<b>\$9.86</b>	<b>\$10.15</b>	<b>\$10.35</b>
<b>Print</b>	<b>\$6.89</b>	<b>\$5.96</b>	<b>\$5.50</b>	<b>\$5.21</b>	<b>\$5.01</b>	<b>\$4.92</b>	<b>\$4.96</b>
—Newspapers**	\$5.97	\$5.14	\$4.72	\$4.46	\$4.27	\$4.18	\$4.22
—Magazines**	\$0.92	\$0.82	\$0.78	\$0.76	\$0.74	\$0.73	\$0.73
<b>Radio*</b>	<b>\$3.99</b>	<b>\$4.31</b>	<b>\$4.49</b>	<b>\$4.62</b>	<b>\$4.71</b>	<b>\$4.76</b>	<b>\$4.81</b>
<b>Total</b>	<b>\$62.04</b>	<b>\$69.33</b>	<b>\$78.35</b>	<b>\$88.47</b>	<b>\$100.45</b>	<b>\$111.98</b>	<b>\$122.63</b>

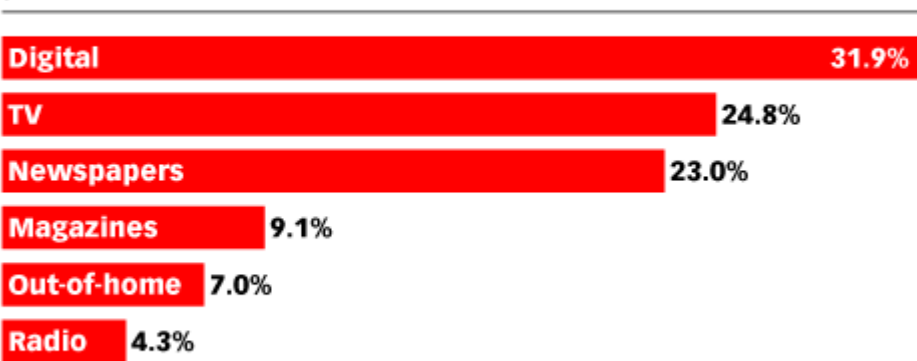
Note: converted at the exchange rate of US\$1=RMB6.23; excludes Hong Kong; numbers may not add up to total due to rounding; \*excludes digital  
Source: eMarketer, March 2016

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www.eMarketer.com

## Total Media Ad Spending Share in Germany, by Media, 2018

% of total



Source: eMarketer, Oct 2018

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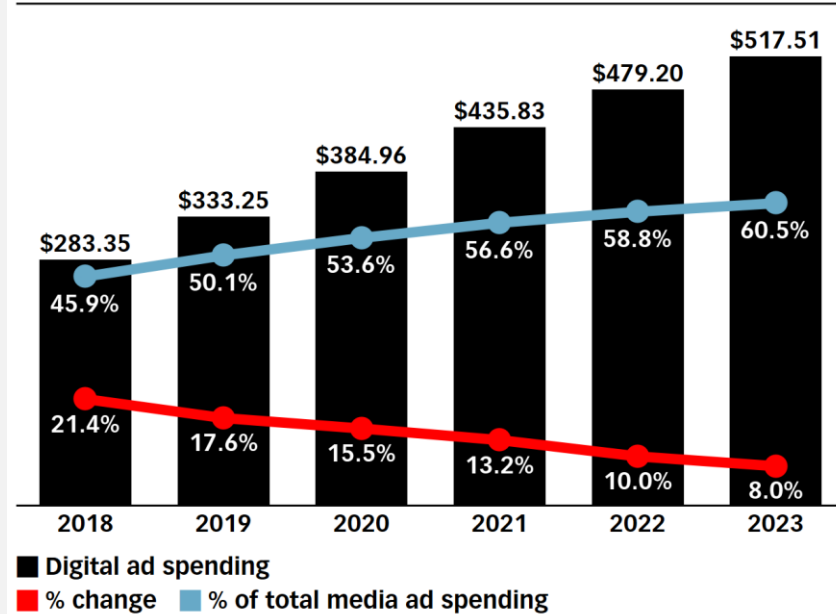
www.eMarketer.com

Source: emarketer  
Statistics for other countries on [www.eMarketer.com](http://www.eMarketer.com)

In 2019, worldwide digital ad spending will rise by 17.6% to \$333.25 billion. That means that, for the first time, digital will account for roughly half of the global ad market.

### Digital Ad Spending Worldwide, 2018-2023

billions, % change and % of total media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising  
 Source: eMarketer, February 2019

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www.eMarketer.com

### Countries that Will Hit at Least 50% Digital Ad Spending in 2019

% of total media ad spending in each country

	2018	2019
China*	65.3%	69.5%
UK	63.8%	66.4%
Norway	61.7%	65.5%
Ireland	58.8%	62.6%
Denmark	57.8%	61.1%
Sweden	56.3%	60.3%
Australia	55.6%	57.1%
US	48.6%	54.2%
New Zealand	51.8%	54.0%
Canada	50.2%	53.5%
Netherlands	47.8%	52.6%
Russia	45.1%	50.0%

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising; \*excludes Hong Kong  
 Source: eMarketer, February 2019

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www.eMarketer.com

# WE WISH YOU A LOT OF **SUCCESS** USING



The StratX Simulations Team

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## ABOUT THE MARKSTRAT HERITAGE

***DIGITAL* MediaPRO** has been developed from Markstrat, the world renowned Marketing Strategy simulation used by leading business schools worldwide and by over 1,000,000 students.

StratX Simulations designs world class action-based learning tools in Marketing, Strategy and Innovation to provide live, realistic and powerful learning experiences.

Our simulations are built on solid theoretical foundations, and have garnered worldwide acclaim for their learning effectiveness and ability to engage students.



# DOES ADVERTISING PAY BACK?

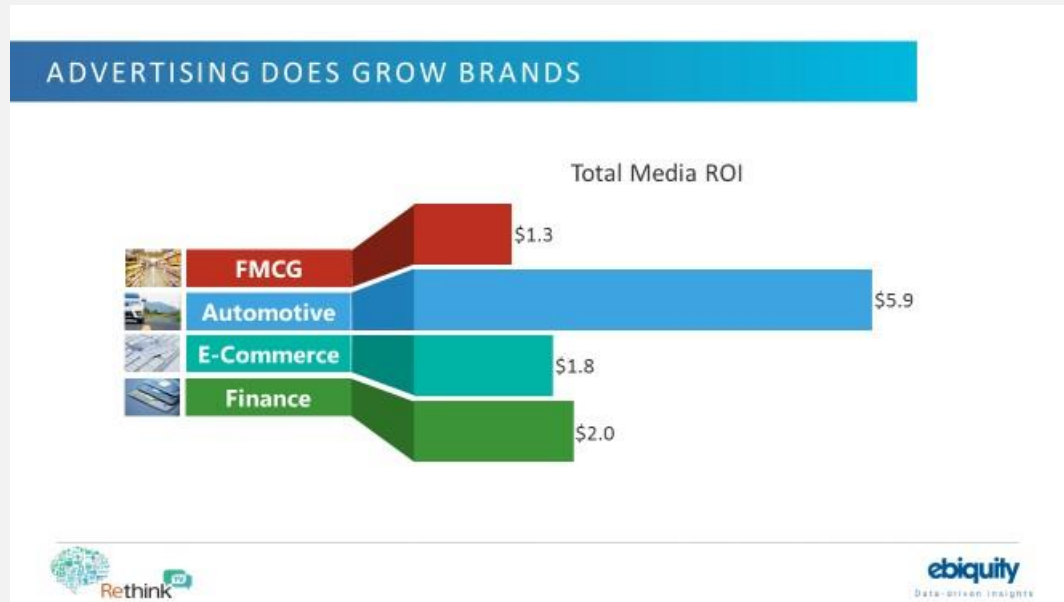
*Powered by*



# AGENDA

- Advertising pay back
- TV, the most efficient channel
- ROIs differ by category
- Focus digital activities

# YES, ADVERTISING PAYS BACK!



Findings by Ebiquity, Australia Study, 2017

The Automotive industry has quite the advantage over the other categories, delivering almost \$6 for every \$1 invested in media.

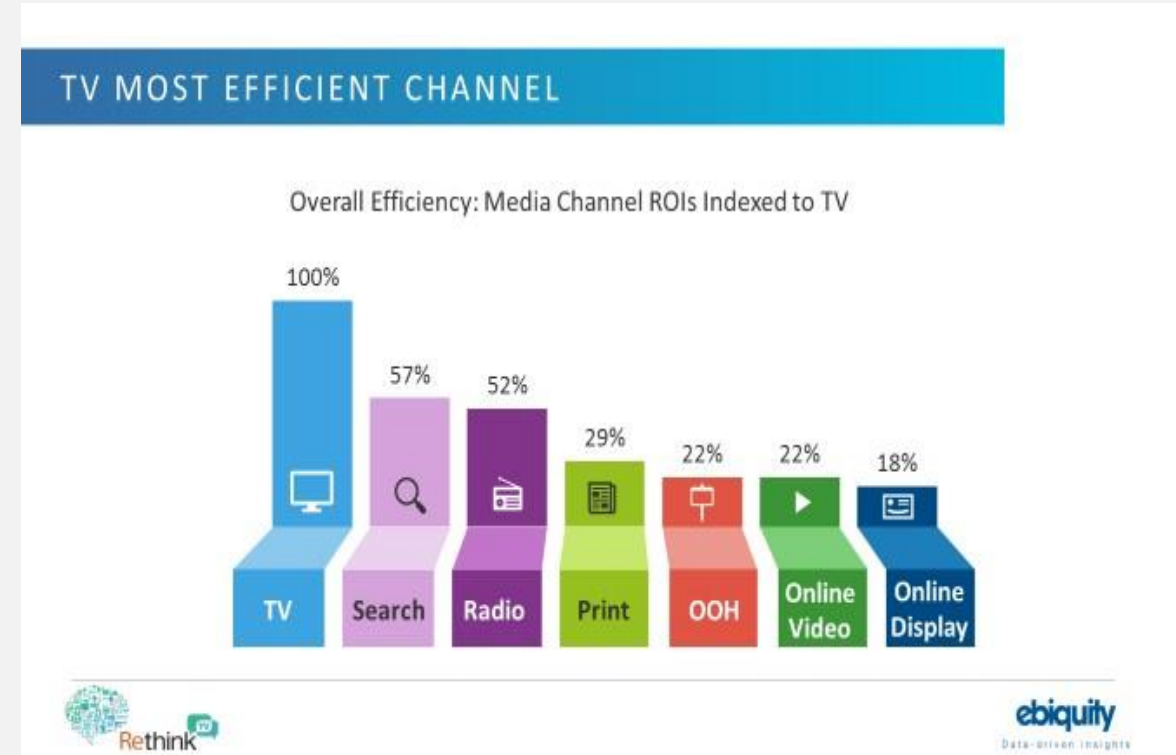
Source: <https://www.ebiquity.com/news-insights/research/payback-australia-study-final-industry-report/>

# TV IS THE MOST EFFICIENT CHANNEL

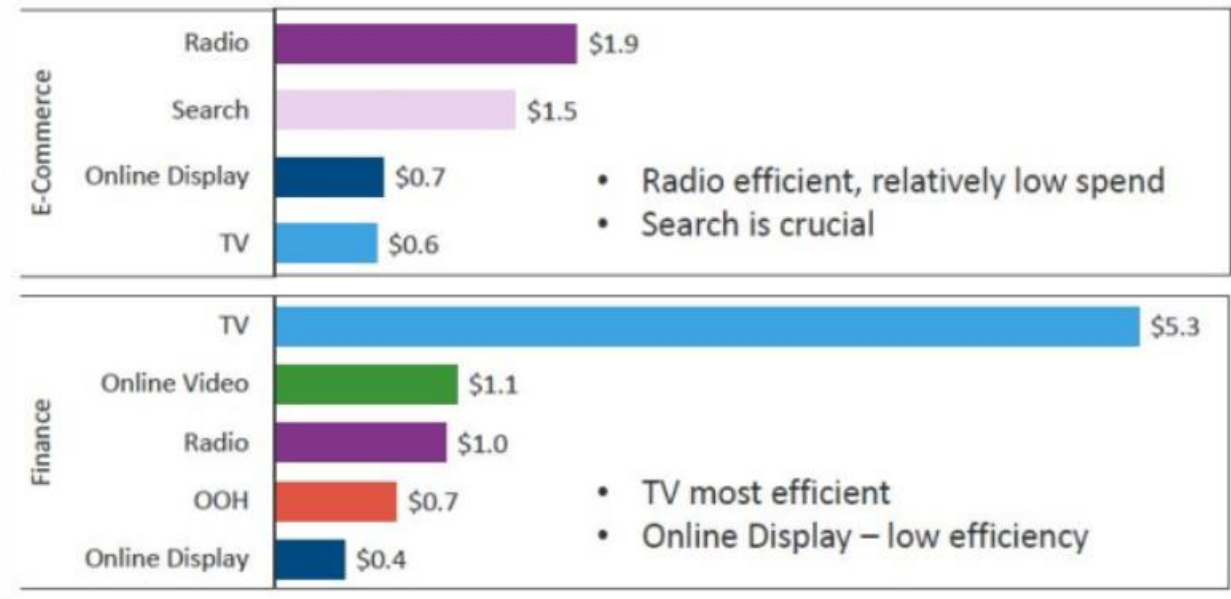
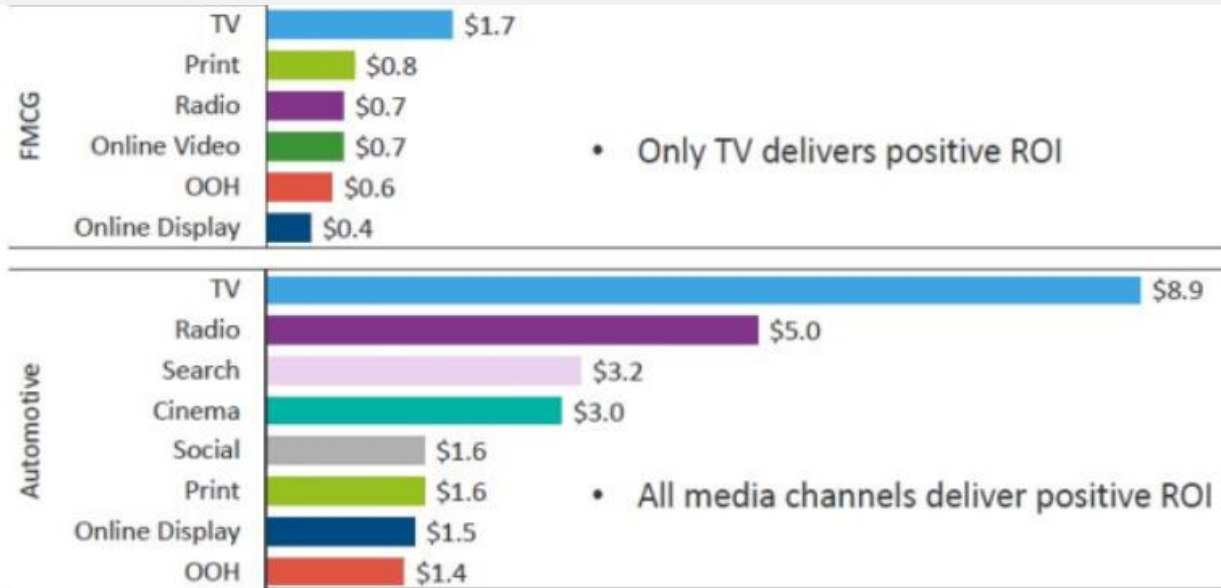
TV delivers nearly twice as much sales uplift per dollar spend as search and radio, and around five times the uplift of outdoor and online display advertising.

But, this is likely to be eroded by 2022.

Audience declines across most age groups and traditional target audiences, leading to a decline in advertising impacts.



# ROIS DIFFER BY CATEGORY, BUT ORDER IS SIMILAR



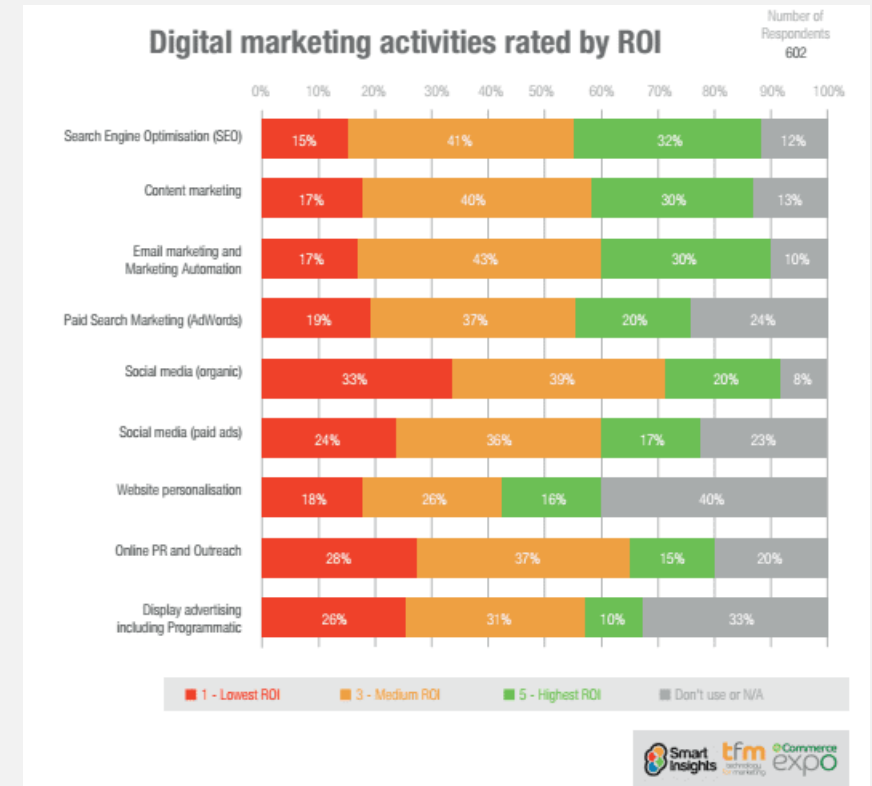
Source: <https://www.ebiquity.com/news-insights/research/payback-australia-study-final-industry-report/>



# FOCUS ON DIGITAL ACTIVITIES

Marketers mention SEO, content marketing, emailing and marketing automation as the digital activities with the highest ROI.

Social media is far from the best channel in terms of ROI.



Source: <https://www.smartinsights.com/social-media-marketing/social-media-analytics/social-media-marketing-actually-generate-roi/>  
Survey of 609 international senior marketers, 2017

# WE HOPE YOU ENJOYED USING



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