



EFFECT OF MEDIA MARKET TRENDS: A REVIEW

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Abstract- Media planning, the role of selecting the most efficient media channels through which to deliver effective marketing communications continues to be complicated by the ongoing digitization and proliferation of media vehicles and resulting fragmentation of target audiences. This research evaluates how the underlying media selection decision making processes, such as targeting and effective frequency modeling, are changing, and whether a new planning process framework can be identified to integrate such media decisions and improve the delivery cross-media effectiveness. Therefore, the media is considered as communication tools and significant elements of advertising or communication campaigns. Selection of suitable media space is thus the basic principle of media planning and an inherent part of media strategy. The article focuses on the significance, role and position of strategies in the process of media planning; the author defines the basic types of media strategies and the main criteria for selecting the appropriate media strategy.

Keywords- Media market, Media planning, digitization, target audience, advertising.

I. INTRODUCTION

The media market, similar to any other type of market, can be defined as the communication environment that includes all existing and potential customers. Taking into consideration the individual preferences of these customers, various types of media, their characteristic aspects and the environment which they operate in, we are able to identify the specifics of the media market and media marketing. Although the attributes of media market and media marketing differ depending on the particular types of media, they generally share a few common features.[1]

Media planning is the essence of any successful media selection. The process of media planning can be divided into several steps; it is therefore a series of decisions, whose aim is to discover the best way of delivering the advertising message to the target audiences, i.e. towards the potential buyers of a product or service. Media planning results in development of a clearly defined and prepared media plan. Such a plan practically implements the particular steps ranging from selection of the particular types of media to purchase of media space offered by them. [2]

Pelsmacker defines 5 basic stages of formulating a media plan: “(1) Assessing the communication environment; (2) Defining the target audience; (3) Setting the media objectives; (4) Determining the geographical and time frame of the campaign; (5) Purchasing the media space.”

Therefore, media planning can also be seen as a process or a series of decisions which help us find the best possible answers to all the questions related to the selection of suitable media space. Consequently, the media plans are the material outcomes of these processes – they serve as practical tools for selecting the adequate media and purchasing the advertising space offered by them. The media strategy thus represents the way of fulfilling the tasks and objectives that are set within the media plan.[3]

II. MEDIA PLANNING

Media planning is more involved with formulating a strategy, evaluating its effectiveness, and adjusting, while buying is the execution of the strategy. As noted, the media planner will evaluate brand and audience to determine the correct combination of messaging and media mix on which to advertise in order to reach consumers in a positive, impactful way.[4]

Today’s modern marketing often requires marketers to leverage multiple forms of media, and a media plan provides marketers with centralized information across all platforms. This helps to optimize campaigns and messaging, as well as streamline the campaign review process.

Media planners need to identify the combination of ads to achieve a specific result. Their objectives generally align with business goals, such as long-term growth and improving ROI. Media planning will often utilize a wide range of tactics to increase brand awareness, generate leads, or drive conversions to help their organizations accomplish these goals.[5]



Figure 1: Media Planning [5]

III. PROCESS OF MEDIA PLANNING

The basic aim of the media planning process is to identify and understand the marketing problem which is supposed to be solved through media communication. This kind of problem might be, for example, a significant drop in sales – the objective here is, naturally, to increase the sales through persuasive advertising or to attempt to raise the consumers’ awareness of a new product through an image advertising campaign or a launch advertising campaign [6]. Media, as means of communication, should be able to help us find a successful solution to a marketing problem; they also provide a space for implementation of the measures which have been adopted within the sphere of advertising.

The process of media planning should begin with a thorough analysis of the marketing environment as well as with obtaining detailed knowledge of the target market. Once the marketing strategy and marketing goals have been determined, the so-called media objectives are built upon them; moreover, these media objectives are also influenced by the specific goals related to the field of advertising.[7]

All decisions associated with media planning are therefore affected by ‘higher’ objectives whose fulfillment always depends on meeting the partial goals (media objectives included). The role of media planning is to react to important matters and issues arising from the marketing strategy and implement them in practice by selecting the suitable media.[8]





Figure 2: Steps of Media Planning

The media selection is also influenced by the basic characteristics of the product in question and respects the ways potential consumers use or follow the media; this process necessarily reflects the demographic, economic, cultural and social aspects of the target audiences. The final decision – namely, which media to choose – is also affected by creative advertising strategy as it is more appropriate and effective to disseminate certain kinds of advertising campaigns only through certain types or sorts of media. [2]

IV. DIFFERENT TYPES OF MEDIA

Following the section focusing on the different types of media attention is now directed toward the carrier of advertising messages: the advertising medium. A brief description of each advertising medium relevant is provided including their inherent psychological processes. Specifically, television, radio, and print media are examined as they present an important component to this research.

- **TELEVISION:** Television is generally considered the ideal advertising medium. This advantage is gained through the ability to present the advertising message visually and aurally, an obvious advantage over other advertising media. Television allows creative executions with impact by utilizing sight, sound, color, and motion to create the most realistic lifelike representations. This is beneficial to advertisers as it can allow for greater persuasiveness over single-sensory media. Another benefit of television advertising is its large coverage.[9]
- **RADIO:** While radio does not offer the visuals of television, it does offer opportunities to advertisers specifically, reaching target markets at a reduced cost compared to television. The main benefit of radio advertising is its relatively low cost, making it one of the more efficient advertising mediums. Radio also offers audience selectivity through the method by which radio stations are formatted, which results in target specific audiences often divisible by geographical location.
- **PRINT:** Print media differs to broadcast media because it is processed at the individual’s own pace. This allows for the presentation of detailed information, leading to it being suggested as a high-involvement medium. In general, there are two main forms of print media: magazine and newspaper. Print media has an advantage over radio and television because they are non-invasive; however, they require effort by the individual for impact. Print advertisements are processed visually. Print, and the magazine specifically, offers greater segment ability than radio or television through specialized magazines attracting specific audiences.[9]

V. CHALLENGES IN MEDIA PLANNING

Media planning can be challenging because there are so many contributing factors that must be accounted for, and because many believe that media planning strategies and processes have not modernized along with marketing.[10]

- **Consumer-Level Targeting:** The media plan must understand consumers at a granular level to determine what types of messages resonate with them, requiring in-depth marketing analytics.
- **Platform Preference:** Brands must also know the various channels and platforms that target audience members engage with and when. This will allow them to effectively choose media on which to run campaigns. All of this must be done with budget and media spend in mind.
- **Heavy Budget Focus:** Media planning continues to revolve around budget rather than customer engagement. There is limited flexibility in a budget and plan to allow marketers to course correct as campaigns run and new insights are discovered. Modern media planning requires the flexibility to allocate budget to different channels if they prove to be more successful.
- **Integrating Measurements:** Because there are so many channels online and offline, it has become infinitely more difficult for marketers to measure the success of these campaigns alongside each other to determine which are most effective and which should be updated.[11]

VI. PRINCIPLES FOR CHOOSING CORRECT MEDIA PLANNING STRATEGY

Although every media plan is individual and depends on the particular requirements of the client, different media plans may sometimes use the same or similar strategies. It is also possible to use (combine) several types of media strategies within one media plan. [12] The selection of strategies is mostly influenced by the principles as follows:

- *The Principle of Prevailing Deliberation*

It is unlikely that the strategy which we finally choose will be the best choice. In fact, many strategies that are labeled as “the best” have never been objectively verified. Most of the time, picking a media strategy is based only on a subjective assumption that results from thorough planning and critical evaluation of particular alternatives. A lot of effective strategies have arisen from long-term development and thus have been formed gradually. It seems to be still true that one universal strategy suitable for every occasion is impossible to define.



Moreover, it is impossible to measure the efficiency of some strategies. This fact is related to the complexity of the ways in which various factors affect the achieved objectives. What might at first seem to be a result of selecting the right strategy can, in fact, be a result of combining different variables; one of those is a well-thought-out media strategy.

- *The Principle of Thorough Planning*

Buying media space must always be preceded by thorough planning. Media advertising should reflect on the marketing objectives and the main role of media advertising is to achieve the set goals through media use. Most of the time, these efforts aim to increase the sales of a product or to develop product or brand awareness. In-depth planning is also important in the long run since competitors might be interested in advertising space in the same media, at the same time. Planning is absolutely essential when it comes to seasonal products; advertising related to such goods mostly appears during the appropriate season (e.g. before, during and shortly after Christmas time, at the beginning of the winter season, etc.)

The principle of thorough planning is also essential when it comes to budget limitations, as we usually have to work with strictly limited financial resources. Such careful planning enables us to use the available financial resources effectively.

- *The Principle of Emphasizing the Creative Side of Media Strategy*

The creative aspect of media strategies is another crucial factor involved in the processes of media planning and media selection. In fact, creativity is often seen as the starting point of the whole media planning as such. The need for ‘being creative’ while selecting appropriate media space thus means that some media are more suitable for delivering the desired advertising message than others.[13]

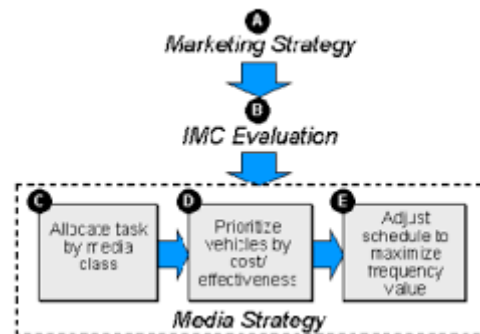


Figure 3: Media buying strategy

VII. MEDIA PLANNING INSTRUCTIONS

- **Reach:** Select outlets and times that will best reach your target audience. For example, buying ad space during a live televised event (such as a sports game) ensures that viewers will be watching the program live and not fast forward through the commercials.
- **Establish clear goals:** Is this a branding campaign, or are you looking to generate leads? How many people are you looking to reach?
- **Engagement:** How do you encourage people to talk about your brand? Make sure creative has clear direction on what would resonate with this target audience based on demographics and viewership. Additionally, make sure you have a way to test the effectiveness of creative.
- **Attribution Models:** Make sure that your team is using a marketing attribution model that can effectively track offline and online media. Using the right attribution model can ensure your team is making choices that make sense when planning media.[14]

CONCLUSION

Media are essential parts of the process of marketing communication. They are able to deliver advertising messages to the target audiences and thus help us achieve the set advertising objectives and, in the broader context, also communication and marketing objectives. The media selection may be seen as the basic principle of media planning and the integral part of media strategy. Generally speaking, media strategy is a series of activities consisting of several alternative options to achieve media objectives. In different words, it is the way how to achieve these goals through media communication.

From the study it can be concluded 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.

Media strategy ensures the implementation of the media plan. Its role is to adjust and creatively combine the measures adopted to achieve the set objectives. Media strategy allows us to gain a competitive advantage through the right selection of media, timely ad placement,



and appropriate combination of media – as well as through the determination of the optimal amount of financial resources that are used to buy media space.

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