



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 **SO**TTANTESIMO 2019



Key Media Metrics

Lesson 4 part. 1
Thursday November, 7



Where are we?



Branding Building Process

1. **Define** and **position** the Brand (Vision, Mission, Values, Brand Personality and Brand Value Proposition)
2. **Express** the brand
3. **Build awareness and reputation** for the brand
4. **Measure** the brand



Branding Building Process

1. Define and position the Brand (Vision, Mission, Values, Brand Personality and Brand Value Proposition)
2. Express the brand
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4. Measure the brand



6-steps brand choreography

1. Find a winning **brand value proposition**: the brand promise
2. Identify the **buyer personas**
3. Study the **customer journey** of the personas
4. Identify the brand **touchpoints** for each phase of the customer journey
5. Planning the right message on **Paid, Owned & Earned media**
6. Develop a **total customer experience strategy** (not just communication: all stages of the customer journey must be consistent with the brand promise, from the product to assistance, etc.)



POE Media, let's recap

PAID MEDIA

ATL:

- TV
- Press
- Radio
- OOH
- Cinema
- Internet advertising:
 - Display
 - Search
 - Social network

BTL: sponsorship,
Events, influencer
marketing

OWNED MEDIA

Website
App
Blog
Social network
Direct response/CRM

Point of Sales,
merchandising,
Packaging
Branded spaces

EARNED MEDIA

PR:

- Press (+digital)
articles

USG

- reviews
- recommendations
- Social, Blogs
- WOM

In our communication plan we will use all our
owned media

...And we try and get
as many **earned media** as possible.
Earned media are for free. And they are **the
most effective**, because people trust them

**...And we buy media to attract new customers,
to create awareness and image.**



Paid media are mostly used in the first part of the customer journey

CUSTOMER JOURNEY STEP	COMMUNICATIONS OBJECTIVE	MEDIA & TOUCHPOINTS		
		PAID MEDIA	OWNED MEDIA	EARNED MEDIA
NEEDS/WANTS	BRAND AWARENESS	ADVERTISING (TV, RADIO, PRINT, OOH, CINEMA, WEB, SOCIAL), EVENTS, SPONSORSHIP, ADVERTORIALS		PR: PRESS & TV ARTICLES
CONSIDERS/EXAMINES	BRAND IMAGE	ADVERTISING TV, WEB VIDEO, SPONSORSHIP		WOM, BLOG, REVIEWS
BUY	INFORMATION	PRESS, BROCHURE	WEBSITE, SOCIAL, POINTS OF SALES, PACKAGING	
	ACTION	PAID SEARCH (GOOGLE)	DIRECT RESPONSE, POINTS OF SALES	
	TRUST		POINT OF SALES, DIRECT MAILING	REVIEWS
IS ENGAGED/INTERACTS	CONNECTION		DIRECT, SOCIAL MEDIA	
IS LOYAL/ADVOCATES			WEBSITE, SOCIAL MEDIA, POS	



Paid Media

■ Advertising ATL (Above-the-line)

- TV
- Print
- Radio
- OOH (Out Of Home)
- Cinema
- Internet (display e native: social e search)

■ BTL (Below-the-line)

- Events
- Sponsorships/Product Placement/Influencer Marketing
- Unconventional (Ambient, Guerriglia MK, etc.)

Paid Media ATL= Advertising

Advertising is a marketing tactic involving **paying for space** to promote a product, a service, or a cause.



Media planning

If we want an **effective** advertising campaign, not only we need to create a **relevant and impactful** advertising content, but we have to **reach our target audience and deliver the message in such a way that it is noticed and remembered**



Media planning

This means:

1. **Select the right media**
2. Define how much **space and time is needed** to have our target audience understand the message (30" TV commercial or 15"? One page on newspaper or a banner?)



Media planning

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Media planning

This means:

1. Select the right media
2. Define how much **space and time is needed** to have our target audience understand the message (30" TV commercial or 15"? One page on newspaper or a banner?)
3. Define **how many times** we need to **repeat** the message so that it is **remembered** (3 times? 10 times?)
4. And at the same time, we have to **spend as little as possible** (or get the maximum effectiveness from the available budget)

**To do this,
we need to know the ADV
media and how to plan them**



Knowing each advertising media

To effectively **planning media** we have to know:

1. **Potential reach** of our **target audience**
2. **How audience is measured**, and if these surveys are reliable
3. **Expressive capability** and role in the customer Journey
4. Technical **Constrains**
5. **Cost** (and **who sells** the media vehicles)



Knowing each advertising media

To effectively **planning media** we have to know:

1. **Potential reach** of our **target audience**
2. How audience is measured, and if these surveys are reliable
3. Expressive capability and role in the customer Journey
4. Technical Constrains
5. **Cost** (and **who sells** the media vehicles)



How do we measure the reach?

How can we «translate» this capability?

Which is the currency?





Key planning metrics

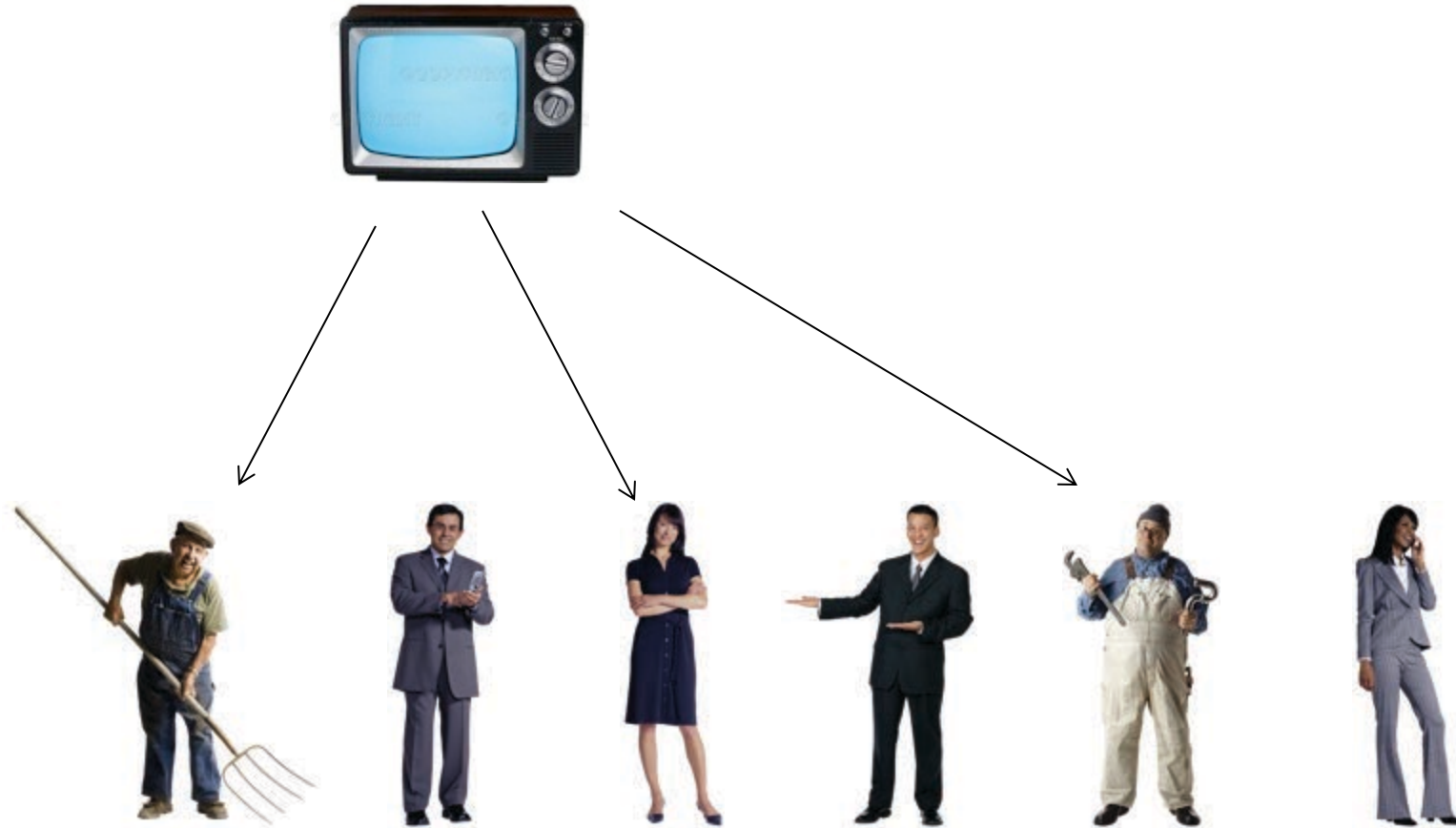
Target audience



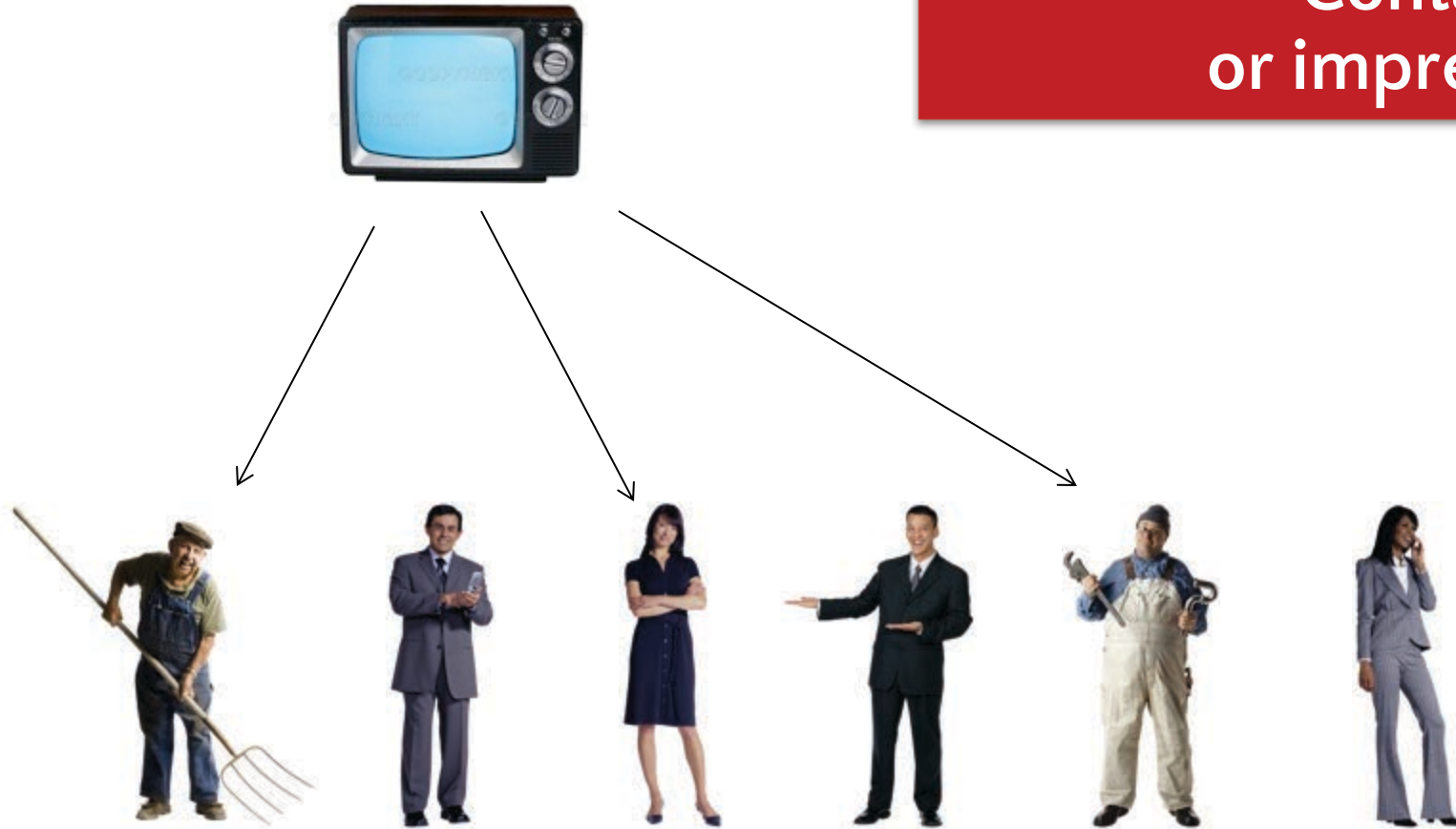


Let's imagine to plan a TV Campaign

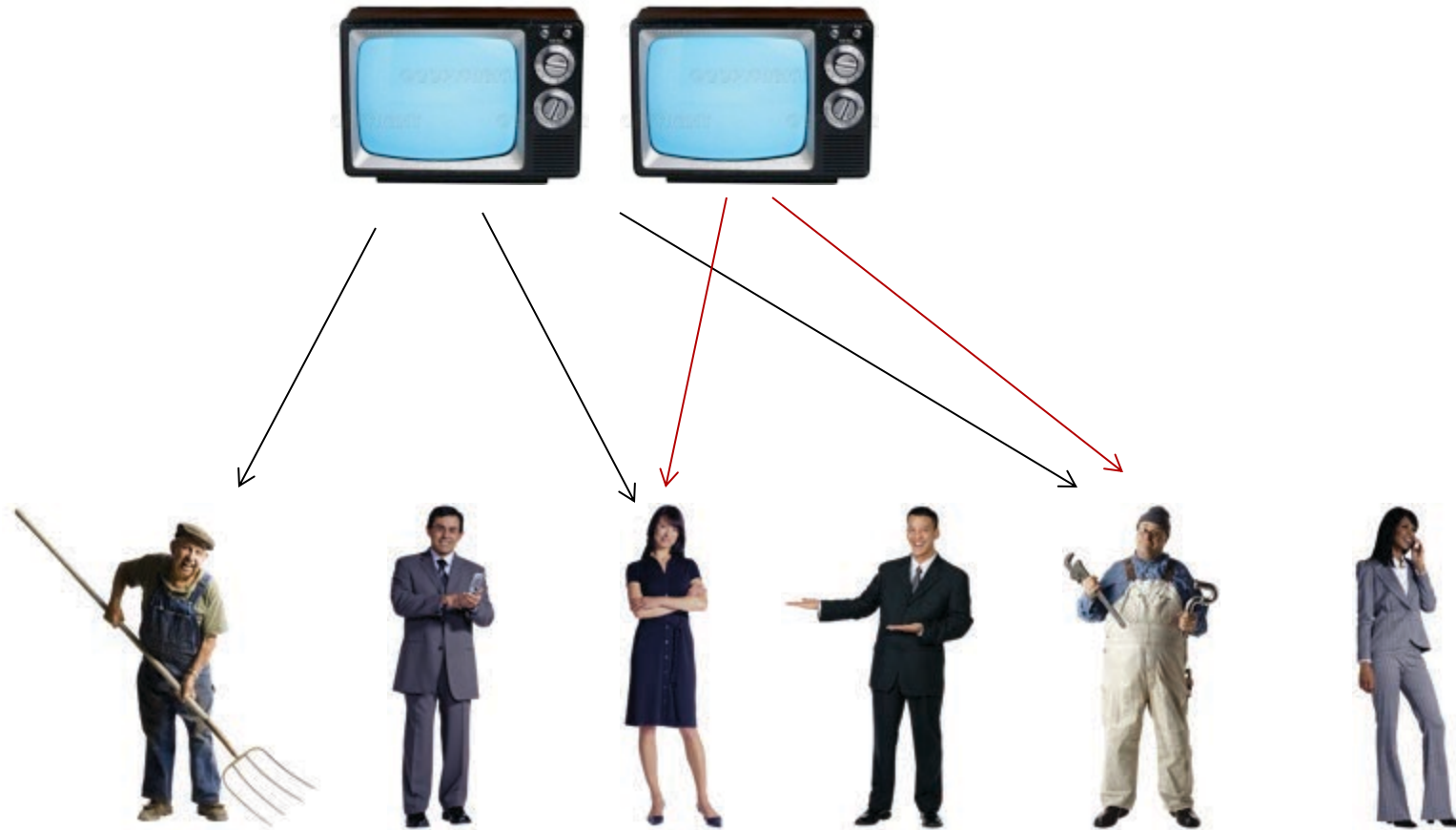
What are these?



Contacts or impressions

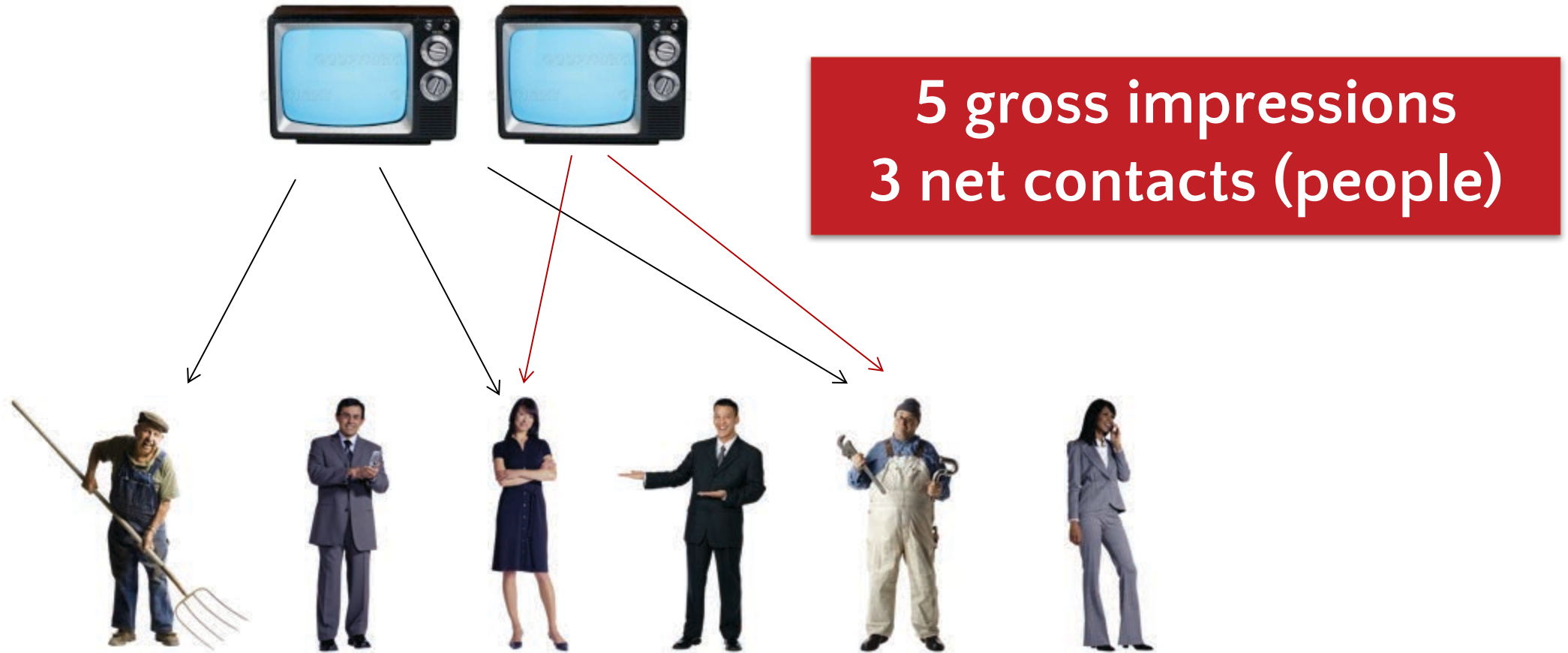


Now how many impressions?

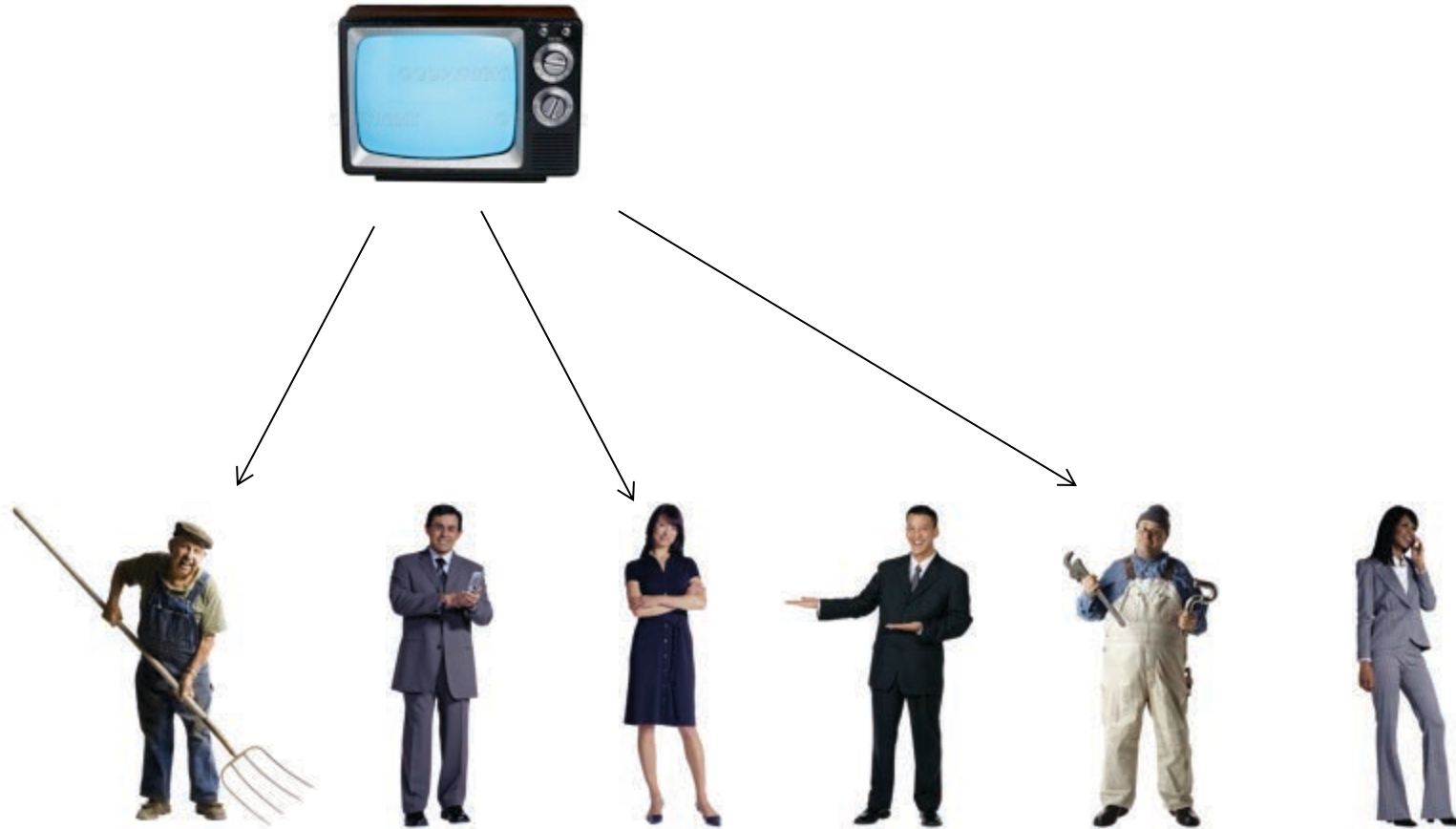




Gross impressions and Net Contacts



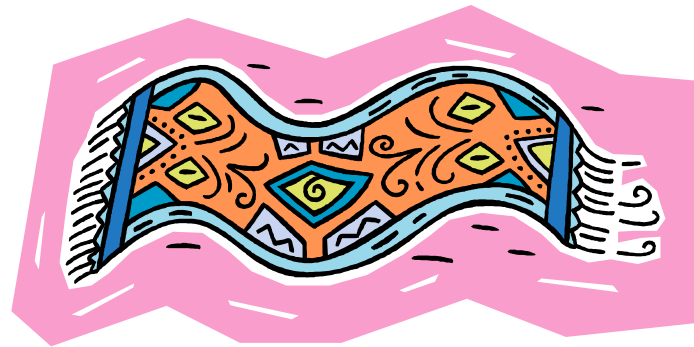
When we plan 1 ad only: gross impressions = net contacts





REACH

It is also called
COVERAGE or PENETRATION



REACH

refers to the number or **percentage%** of people in the target audience who are **exposed to the medium** where the message appears

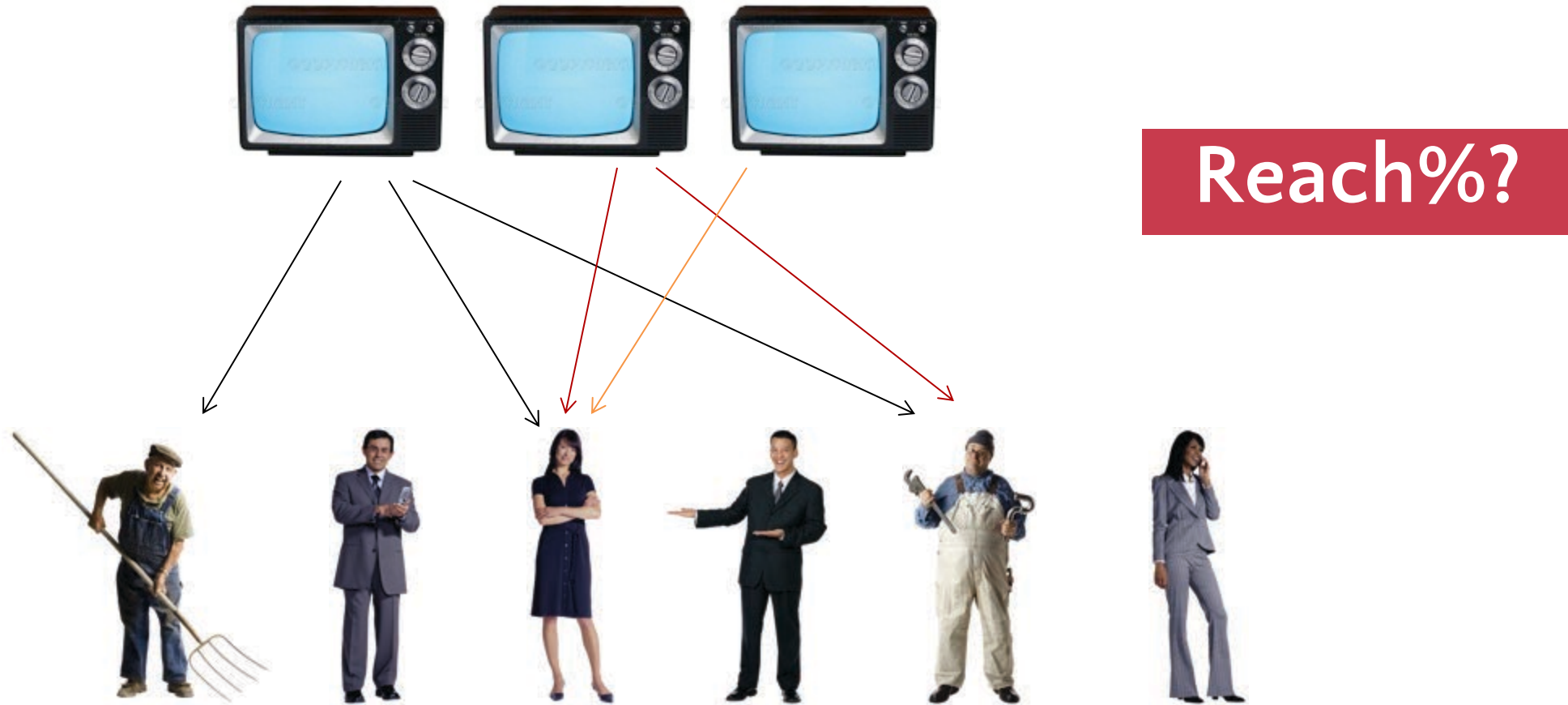


Reach

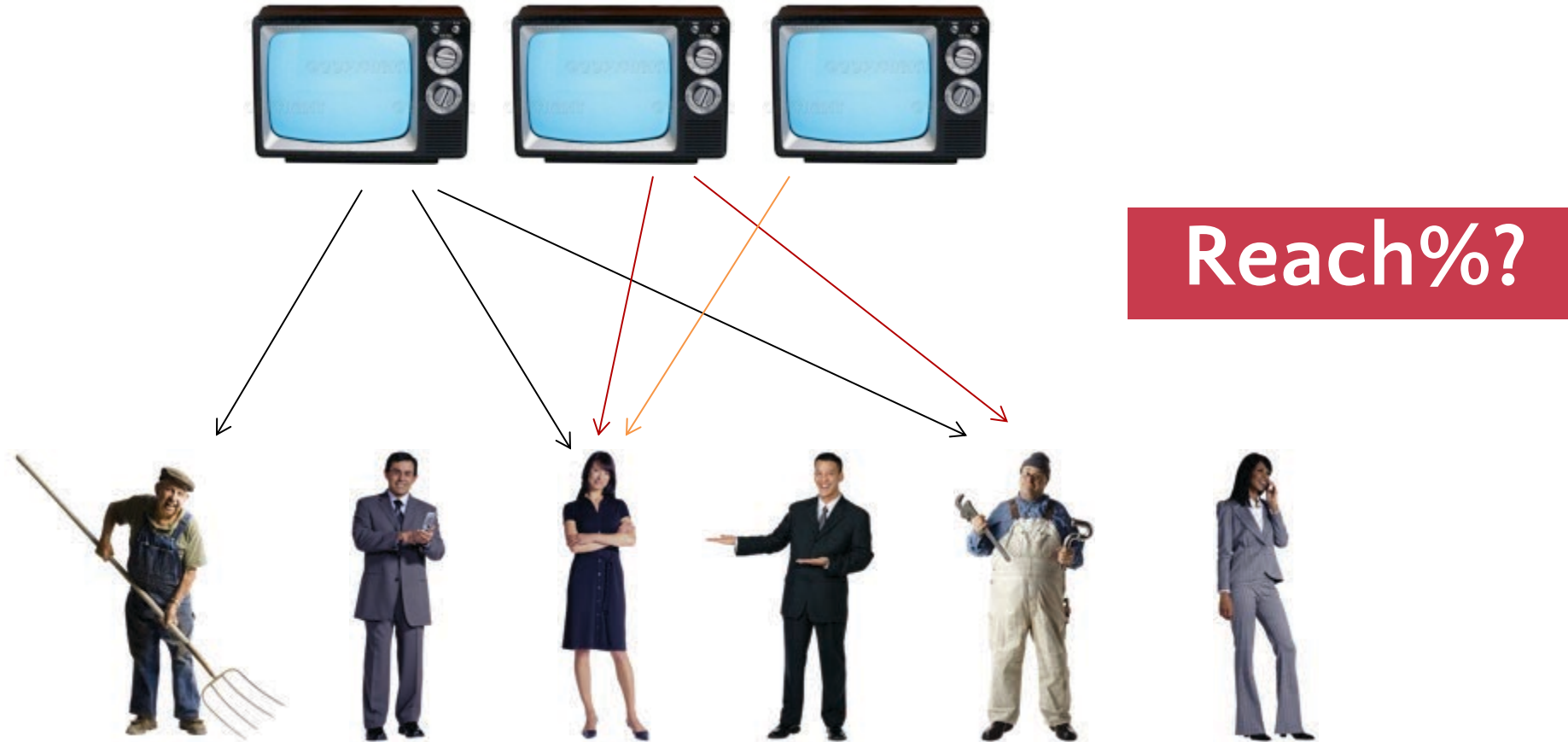
**The higher the reach,
The better**



From impressions to reach%



Calculation: from impressions to reach%



$$\text{Net contacts} / \text{target} \times 100 = 3/6 \times 100 = 50\%$$



Let's try with some examples



Try and calculate

- Target audience: **100**
- People who saw the message: **20**



Which is the reach%?



Try and calculate

- Target audience: **100**
- People who saw the message: **20**



Which is the reach%?

20%



Try and calculate

- Target audience: **200**
- People who saw the message: **20**

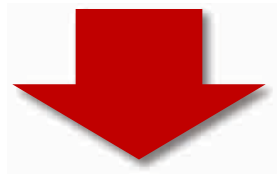


Which is the reach%?



Try and calculate

- Target audience: **200**
- People who saw the message: **20**



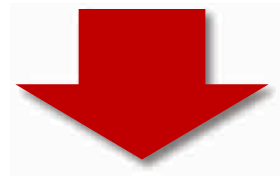
Which is the reach%?

10%



Try and calculate

- Target audience: **10**
- People who saw the message: **5**

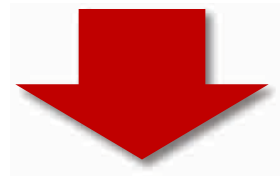


Which is the reach?



Try and calculate

- Target audience: **10**
- People who saw the message: **5**



Which is the reach?

50%



RATING POINTS



Understanding rating points

Rating, especially in USA, is used as the baseline measure for all media concept

- **One rating point equals 1 percent of a particular target group**
- **It is the same as 1% reach**



Try and calculate

- Target audience: **100**
- 1 commercial on TV that **reaches 50 people** in the target audience

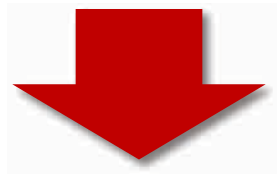


What's the reach%?



Try and calculate

- Target audience: **100**
- 1 commercial on TV that **reaches 60 people** in the target audience



What's the reach%?

60%



Try and calculate

- Target audience: **100**
- 1 commercial on TV that **reaches 60 people** in the target audience



How many Rating Points?

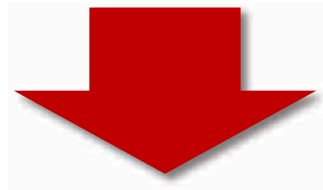
60



FREQUENCY

Frequency

- If reach is the net percentage of the target universe reached one or more times by a medium, **frequency is the average number of times those persons are reached**
- It's «**how many times**» our target audience has the **Opportunity To See (OTS)** the message



We need to **repeat the message**
in order to have it **remembered**

**Do you think that
the higher the frequency
the better?**

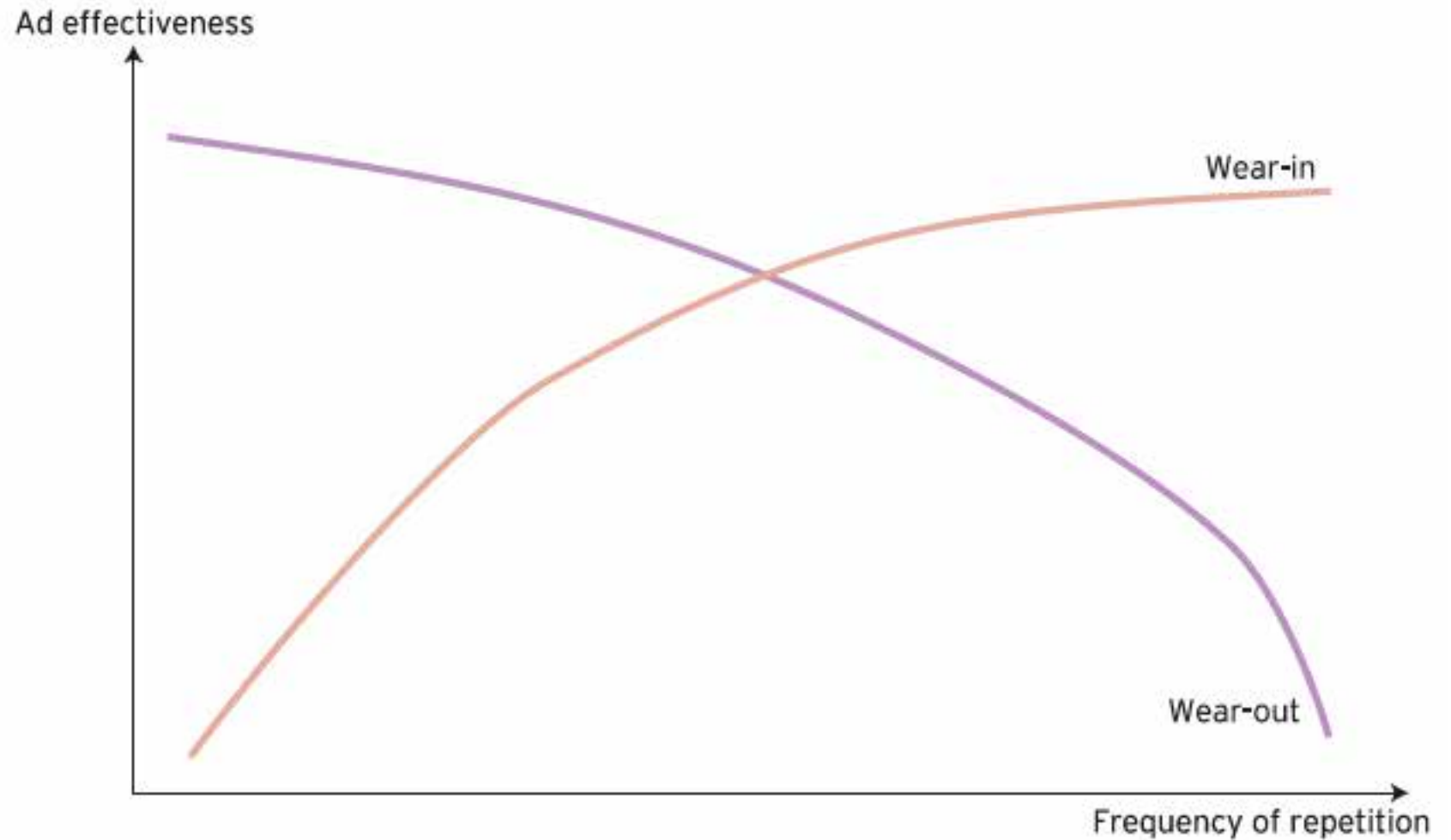


Frequency is expensive.
And too many repetitions
annoy
(wear-out)



Too much frequency = wear-out

Figure 8.3
Ad frequency and
ad effectiveness

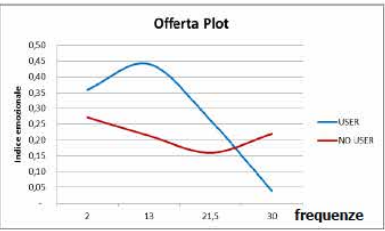
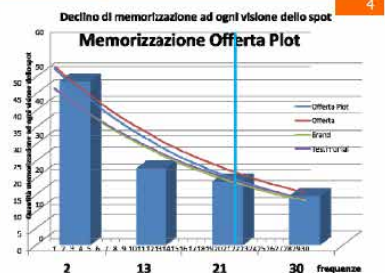


What we have learned from a neuromarketing research:

Who knew the brand (**TIM users**) learned more quickly and **got tired earlier**, while **non-users** (the **target**) needed more frequency: after **22** and more, there were still favourable emotions.

Risultati relativi all'evoluzione della percezione di Pugnali

- Lo spot «Pugnali» ha generato un trasferimento del 90% della memorizzazione dopo 22 esposizioni per
 - ✓ tutto il gruppo analizzato
 - ✓ gruppo **USER** e gruppo **NO USER**.
- Gli **USER** presentano una progressiva riduzione dell'emozione positiva che **dopo 22 esposizioni cade verso la stanchezza**
- I **NO USER** continuano ad avere una emozione positiva anche **dopo la 22a esposizione**
- Le persone con un grado di cultura elevato (**SISTEMICI**, laurea, età media 36) rispetto ai diplomati e più anziani (**IPERVISIVI**, diplomati, età media 42)
 - ✓ apprezzano leggermente di meno lo spot
 - ✓ si stancano emotivamente prima dello spot
- Entrambe le categorie (diplomati, laureati) **assorbono il 90% della memorizzazione** possibile per lo spot **dopo 21-22 esposizioni**.
- Le frequenze ottimali di uno spot **possono essere stimate con solo due misure (una pre e una post a + 8gg)**



**So how can we choose the
right frequency?**



How to define the optimal frequency level

How to decide the **optimal frequency level**? How many times do we need to repeat the message?

It is inevitably linked to the **advertising objective**, the **type of message**, **media clutter**, the product category, the **competition**, the **target group**...

- New product/service?
- Very interesting product/service?
- New advertising campaign?
- Very impactful creativity?
- Young and «quick to grab messages» target audience?
- Cluttered media?

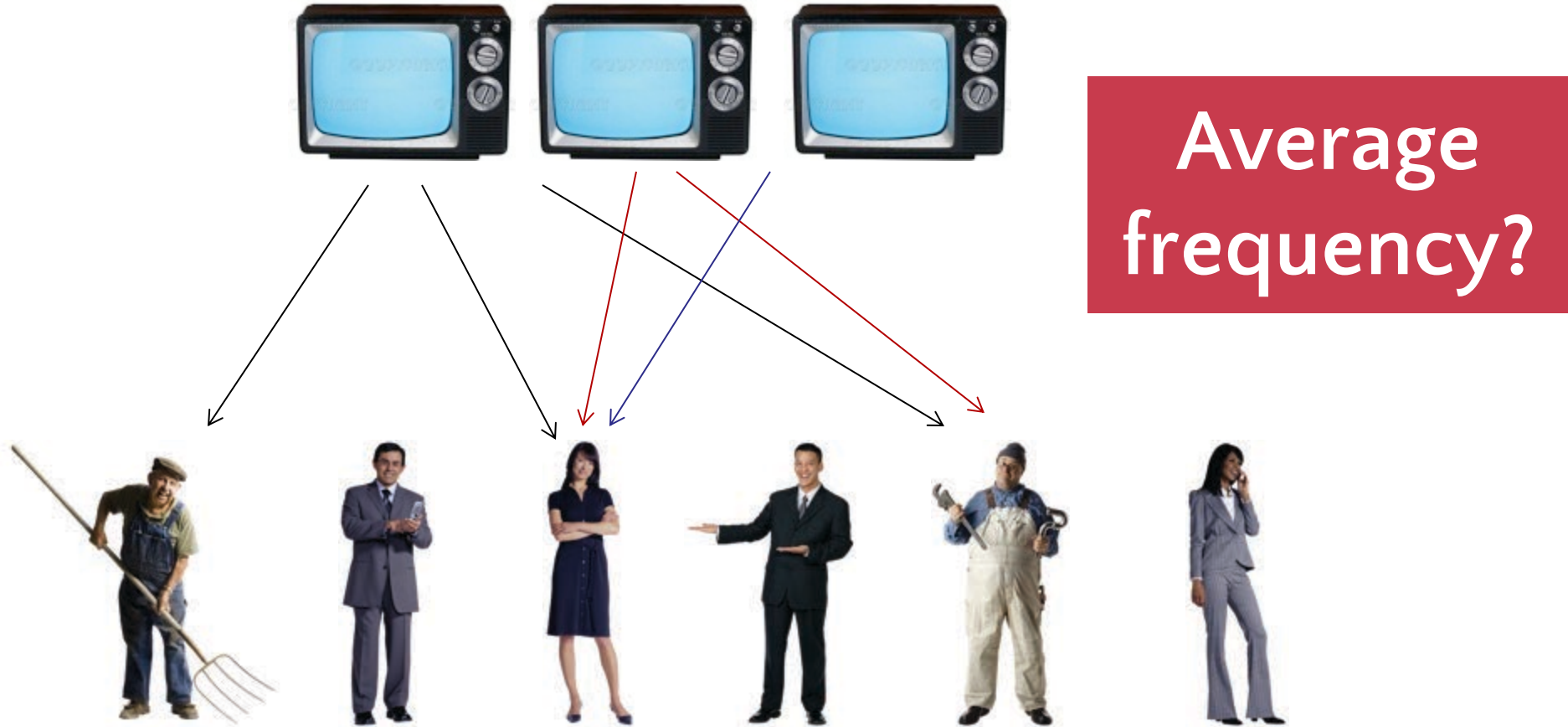


Average frequency

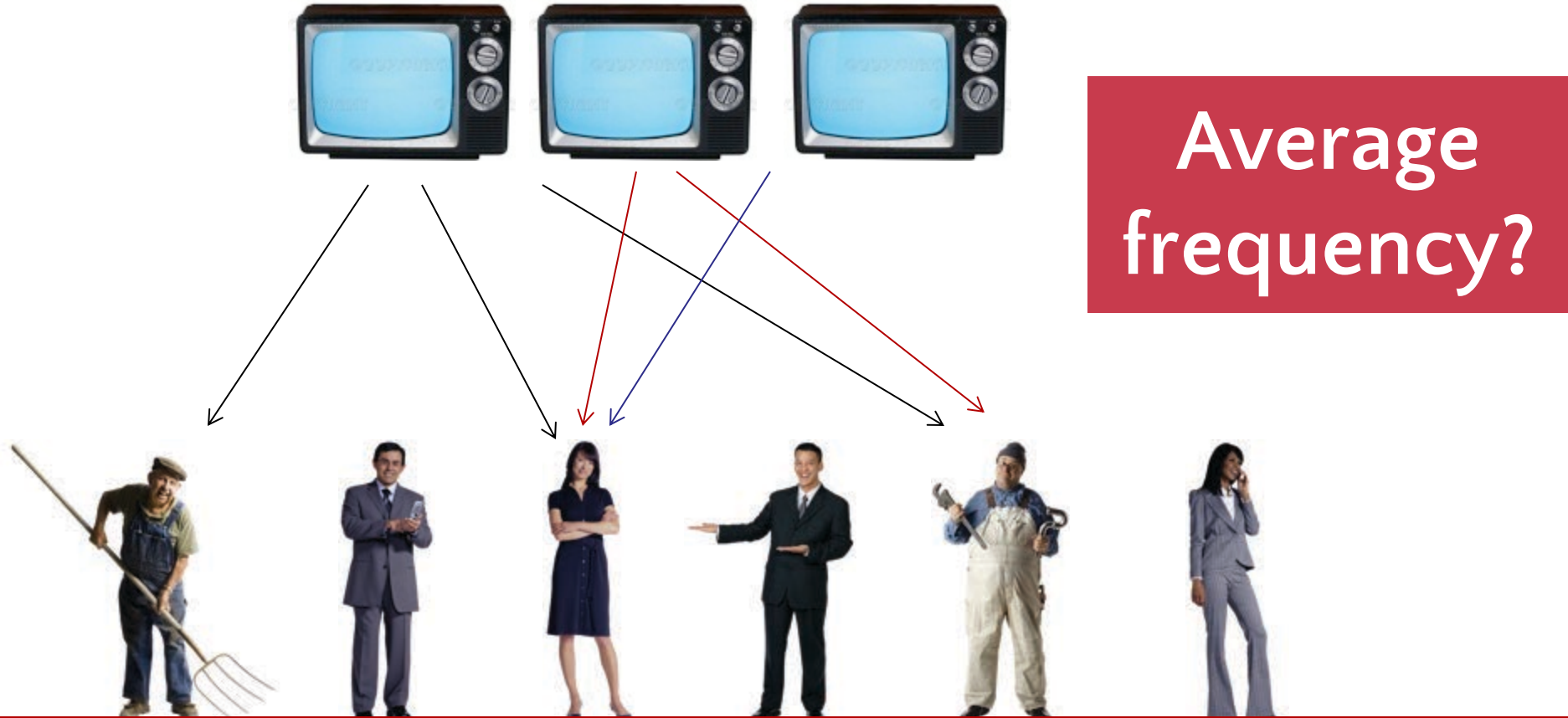
AVERAGE FREQUENCY

reports the **average number of times a person is exposed** to an advertising schedule

How to calculate average frequency



How to calculate average frequency



$$\text{Gross impressions/Net contacts} = 6/3 = 2$$

**Let's try with some
examples**



Try and calculate

- Target audience: **100**
- Gross Impressions **400**
- People who saw the message: **50**



Which is the average frequency?



Try and calculate

- Target audience: **100**
- Gross Impressions **400**
- People who saw the message: **50**



Gross impressions: 400 /

Net contacts: 50 =

$400/50 = 8$

Average Frequency = 8



Try and calculate

- Target audience: **400**
- Gross Impressions **400**
- People who saw the message: **100**



Which is the average frequency?

Try and calculate

- Target audience: **400**
- Gross Impressions **400**
- People who saw the message: **100**



Which is the average frequency?

4

Try and calculate

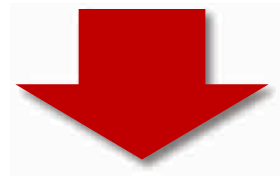
- Gross Impressions **400**
- Target Audience: **500**



Which is the average frequency?

Try and calculate

- Gross Impressions **400**
- Target Audience: **500**



Which is the average frequency?

**I cannot know:
I don't have the net contacts**



GRP's Gross Rating Points

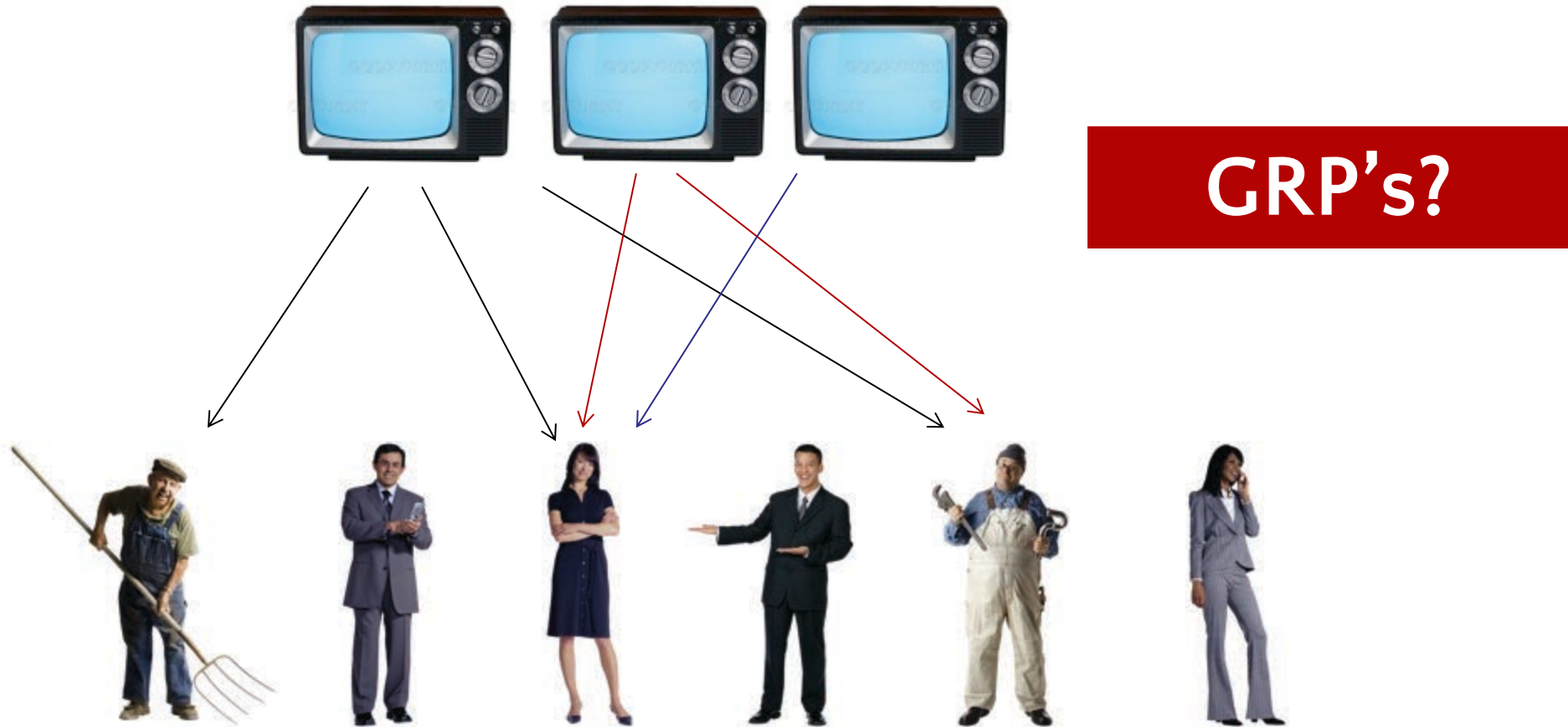


GRP's

- We can define GRP's as the **units of the advertising «pressure»**
- They are the result of

REACH% (X100) X AVERAGE FREQUENCY

GRP's: Gross Rating Points



$$\text{Reach\%} \times 100 \times \text{Ave. Frequency} = 50 \times 2 = 100$$

GRP's are also called **TRP's** (Target Rating Points)



GRP's

If the frequency is **1**
GRP's = ?

If the frequency is **1**
GRP's = ?



= Reach% x 100
(=REACH without the %)

Example

- Target audience: **100** people
- I buy an **advertisement** on the newspaper that is **read by 20 people in target**



Which reach% do I get?



Example

- Target audience: **100** people
- I buy an **advertisement** on the newspaper that is **read by 20 people in target**



Which reach% do I get?

20%

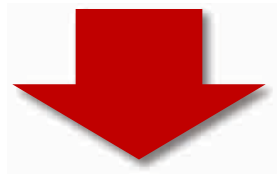


How many GRP's?



Example

- Target audience: **100** people
- I buy an **advertisement** on the newspaper that is **read by 20 people in target**



Which reach% do I get?

20%

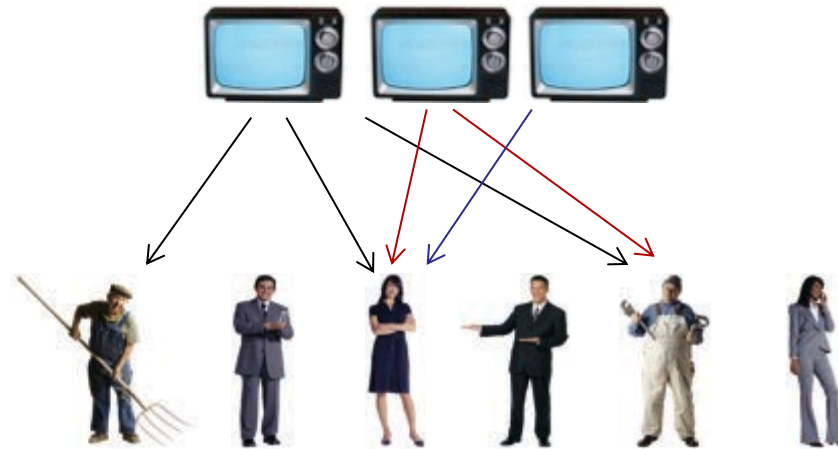


How many GRP's? **20**

GRP's: another way to calculate them

- $\text{GROSS IMPRESSIONS} \times 100 / \text{TARGET} =$
 - $(\text{net contacts} \times \text{average frequency} \times 100) / \text{target} =$
 - $(\text{net contacts} / \text{target} \times 100) \times \text{average frequency} =$
 - $\text{REACH\% (x100)} \times \text{AVERAGE FREQUENCY}$
-
- $6 \times 100 / 6 = 100$
 - $50\% \times 2 \times 100 = 100$

It's really an easy way to calculate GRP's, since we usually don't know the duplication of exposure (and so the net contacts)



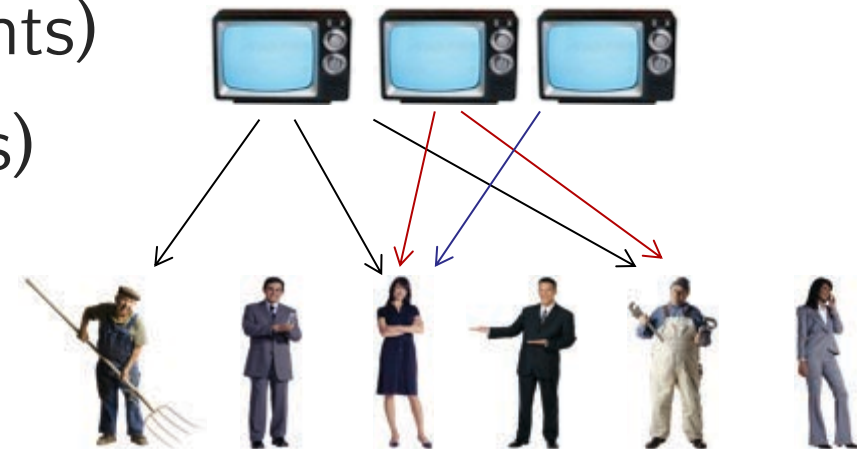
Another easy way to calculate GRP's is...

**Adding up all the rating points
(the reach%) of each media**

GRP's: adding up all the rating points

Adding up all the rating points (reach%) of each AD

- 1° spot = 50% reach% = 50 (rating points)
- 2° spot = 33% reach% = 33 (rating points)
- 3° spot = 17% reach% = 17 (rating points)
- Total = 100 GRP's (**GROSS** rating points)



GRP's ARE NOT the reach%!
Reach% could be max 100%,
While we can have thousands of GRP's

**Let's see if you
understood**

- **Target audience: 200 people**
- **1 advertisement on La Repubblica is read by 20 people in target**



Which is the REACH%?

- **Target audience: 200 people**
- **1 advertisement on La Repubblica that is read by 20 people in target**



Which is the REACH%?
10%

- **Target audience: 200 people**
- **1 advertisement on La Repubblica that is read by 20 people in target**



Which is the REACH%?

10%

How many GRP's?

- **Target audience: 200 people**
- **1 advertisement on La Repubblica that is read by 20 people in target**



Which is the REACH%?

10%

How many GRP's?

10

A more complex media plan

- Target audience: **100** people
- 1 advertisement on Messaggero that **is read by 10 people** in target +
- 1 advertisement on Corriere della Sera that **is read by 20 people** in target



Which is the REACH%?

A more complex media plan

- Target audience: **100** people
- 1 advertisement on Messaggero that **is read by 10 people** in target +
- 1 advertisement on Corriere della Sera that **is read by 20 people** in target



Which is the REACH%?

I CANNOT KNOW.

I don't know the duplications of exposure

A more complex media plan

- Target audience: **100** people
- 1 advertisement on Messaggero that **is read by 10 people** in target +
- 1 advertisement on Corriere della Sera that **is read by 20 people** in target



How many GRP's?

A more complex media plan

- Target audience: **100** people
- 1 advertisement on Messaggero that **is read by 10 people** in target +
- 1 advertisement on Corriere della Sera that **is read by 20 people** in target



I can calculate GRP's:

$$10 + 20 = 30$$

So,
how can we calculate
net contacts and reach%?



With specific software Used by media agencies



Media agencies

- Media agencies** are specialized in media strategy, planning and buying
- They use **special softwares** (**Kubik** or **Galileo / Supernova** by Memis) that elaborate data from media audience surveys and **calculate exposure duplications**
 - So that we can estimate net contacts and **reach%**.



1. We start with target audience definition using media audience surveys' segmentation variables

Preparazione File Target

File Edit

Probab. **OMG18FEB** Target **uomini 25-54 mobili** Base **I**

Casi **698** Entità **2.320.798** Profilo **CONSUMO**

Preparazione File: Profilo Target

Descrizione **uomini 25-54 mobili** **Del**

Criterio **Attività** **ATV** **=>**

Items	#	Peso	Cri1	Range	Cri2	Range	Cri3	Range
1] Professione di livello alto	1	100	SEX	1				
2] Professione di livello medio	2	==>						
3] Lavoratore autonomo	3	100	ETA	5-7				
4] Occupazione esecutiva	4	==>						
5] Casalinga	5	100	ATV	1				
6] Pensionato	6	100	ATV	3				
7] Non occupato	7							
8] Bambino o studente	8							
	9							
	10							
	11							
	12							
	13							
	14							
	15							
	16							

Target audience definition examples

The screenshot shows the Visual Builder3 interface with the following details:

- Title:** M 25-64 ROMA
- Sample:** 681
- Universe ('000):** 1.187
- Percentage:** 2,2

The segment definition is as follows:

- Segment 1**
 - Sesso**
 - Maschio
 - AND**
 - Eta'**
 - 25/34
 - 35/44
 - 45/54
 - 55/64
 - AND**
 - Regioni e Province (107)**
 - .ROMA

Instructions at the bottom: "Drop variables here to add new variables into segment." and "Drop variables here to create new segment."

Target Base: Regioni. Lazio
Target Group: M 25-64 ROMA cl. Media-> Sup
Target Weight: All people
Size: 1.085 (624) = 21,1%

2. Than we get the in-target audience ranking

Cover: net contacts

Reach%

TRPs

AUDIPRESS 2018/2 CARTA e/o REPLICA (elab.Galileo su) | AUDIPRESS CR 2018/2 Media Data

Ranker2 x

Target Base: All people
 Target Group: M 25-64 ROMA
 Target Weight: All people
 Size: 1.187 (681) = 2,2%

	Carrier	Quantity	Cover	Frequen.	OTS	Cvr.% ✓	TRP ✓	TGI ✓
Integr. Index Coefficients:								
						0,2	0,4	0,4
1	IL MESSAGGERO	1	247	1	247	20,8	20,8	1.035
2	CORRIERE DELLO SPORT STADIO	1	214	1	214	18,0	18,0	675
3	LEGGO	1	147	1	147	12,4	12,4	1.184
4	LA REPUBBLICA	1	128	1	128	10,7	10,7	302
5	CORRIERE DELLA SERA	1	74	1	74	6,3	6,3	163
6	IL FATTO QUOTIDIANO	1	37	1	37	3,1	3,1	453
7	IL SOLE 24 ORE	1	30	1	30	2,5	2,5	182
8	TUTTOSPORT	1	21	1	21	1,7	1,7	123
9	IL GIORNALE	1	19	1	19	1,6	1,6	240
10	LIBERO	1	12	1	12	1,0	1,0	304
11	LA STAMPA	1	12	1	12	1,0	1,0	50
12	AVVENIRE	1	8	1	8	0,7	0,7	150
13	ITALIA OGGI	1	6	1	6	0,5	0,5	234
14	IL MATTINO	1	4	1	4	0,3	0,3	30
15	CORRIERE DELL' UMBRIA VT RI SI	1	2	1	2	0,1	0,1	26

All people | M 25-64 ROMA x | M 25-64 ROMA cl. Med...

**TRP= Target Rating Point
same thing as GRP's**



Ranking by coverage

GRP's

File Edit Marca Help

JobInfo Piani

Graduatoria Analisi Veicoli VEICOLI ORDINATI PER GRP'S DESC

#	Nome Veicolo	1/2/U	Polit	tID	cID	Cos Lordo	Scor St.	Lor. destag	Sconti	Suppl.	Netto	Net net	Contatti	Grp's	Cos Grp	CxG NetNet	CPM	Aff
1	UN P80 STRISCIA NOTIZIA		MIP			950.000,00		950.000,00			950.000,00	807.500,00	2.449	105,52	9.003	7.652	387,9	
2	UN P80 STRISCIA NOTIZIA		MIP			950.000,00		950.000,00			950.000,00	807.500,00	2.431	104,76	9.068	7.708	390,7	
3	UN P80 STRISCIA NOTIZIA		MIP			950.000,00		950.000,00			950.000,00	807.500,00	2.431	104,76	9.068	7.708	390,7	
4	R1 SANREMO 2 /FB		FBR			1.902.000,00		1.902.000,00			1.902.000,00	1.616.700,00	1.812	78,07	24.363	20.709	1049,8	
5	R1 SANREMO 4 /FB		FBR			1.752.000,00		1.752.000,00			1.752.000,00	1.489.200,00	1.788	77,03	22.743	19.332	980,0	
6	R1 SANREMO 3 /FB		FBR			1.830.000,00		1.830.000,00			1.830.000,00	1.555.500,00	1.773	76,38	23.960	20.366	1032,4	
7	R1 SANREMO 5 /FB		FBR			1.632.000,00		1.632.000,00			1.632.000,00	1.387.200,00	1.748	75,32	21.667	18.417	933,6	
8	UN P80 AVANTI UN ALTRO FLASH		MIP			450.000,00		450.000,00			450.000,00	382.500,00	1.521	65,53	6.867	5.837	295,9	
9	UN P80 AVANTI UN ALTRO		MIP			830.000,00		830.000,00			830.000,00	705.500,00	1.521	65,53	12.665	10.765	545,7	
10	UN P80 AVANTI UN ALTRO		MIP			830.000,00		830.000,00			830.000,00	705.500,00	1.521	65,53	12.665	10.765	545,7	
11	UN P80 AVANTI UN ALTRO FLASH		MIP			450.000,00		450.000,00			450.000,00	382.500,00	1.521	65,53	6.867	5.837	295,9	
12	UN P80 AVANTI UN ALTRO FLASH		MIP			450.000,00		450.000,00			450.000,00	382.500,00	1.521	65,53	6.867	5.837	295,9	
13	UN P80 AVANTI UN ALTRO		MIP			830.000,00		830.000,00			830.000,00	705.500,00	1.521	65,53	12.665	10.765	545,7	
14	UN P80 AVANTI UN ALTRO		MIP			830.000,00		830.000,00			830.000,00	705.500,00	1.521	65,53	12.665	10.765	545,7	
15	UN P80 AVANTI UN ALTRO FLASH		MIP			450.000,00		450.000,00			450.000,00	382.500,00	1.521	65,53	6.867	5.837	295,9	
16	R1 SANREMO 6 /FB		FBR			1.050.000,00		1.050.000,00			1.050.000,00	892.500,00	1.512	65,17	16.113	13.696	694,3	
17	R1 SANREMO 1 /FB		FBR			1.866.000,00		1.866.000,00			1.866.000,00	1.586.100,00	1.427	61,49	30.349	25.796	1307,7	
18	UN P80 METEO 2030 C5		MIP	P	N	470.000,00		470.000,00			470.000,00	399.500,00	1.425	61,40	7.655	6.507	329,8	
19	UN P80 METEO 2030 C5		MIP	P	N	470.000,00		470.000,00			470.000,00	399.500,00	1.425	61,40	7.655	6.507	329,8	
20	UN P80 METEO 2030 C5		MIP	P	N	470.000,00		470.000,00			470.000,00	399.500,00	1.425	61,40	7.655	6.507	329,8	
21	UN P80 METEO 2030 C5		MIP	P	N	470.000,00		470.000,00			470.000,00	399.500,00	1.425	61,40	7.655	6.507	329,8	
22	UN P80 QUESTA SERA		MIP	P		260.000,00		260.000,00			260.000,00	221.000,00	1.338	57,65	4.510	3.833	194,3	
23	UN P80 QUESTA SERA		MIP	P		260.000,00		260.000,00			260.000,00	221.000,00	1.338	57,65	4.510	3.833	194,3	
24	UN P80 QUESTA SERA		MIP	P		260.000,00		260.000,00			260.000,00	221.000,00	1.338	57,65	4.510	3.833	194,3	
25	UN P80 QUESTA SERA		MIP	P		260.000,00		260.000,00			260.000,00	221.000,00	1.338	57,65	4.510	3.833	194,3	
26	R1 SANREMO 7 /FB		FBR			868.800,00		868.800,00			868.800,00	738.480,00	1.232	53,07	16.370	13.914	705,4	
27	UN P80 PRIMA FILA C5 LA5		MIP	P		250.000,00		250.000,00			250.000,00	212.500,00	1.202	51,81	4.825	4.101	207,9	
28	UN P80 PRIMA FILA C5 LA5		MIP	P		240.000,00		240.000,00			240.000,00	204.000,00	1.132	48,78	4.920	4.182	212,0	
29	UN P80 PRIMA FILA C5 LA5		MIP	P		215.000,00		215.000,00			215.000,00	182.750,00	1.035	44,61	4.820	4.097	207,7	
30	R1 SANREMO 8 /FB		FBR			438.000,00		438.000,00			438.000,00	372.300,00	1.034	44,55	9.831	8.356	423,6	
31	R1 SANREMO RAISERA /FB		FBR			1.230.000,00		1.230.000,00			1.230.000,00	1.045.500,00	910	39,22	31.362	26.658	1351,4	
32	UN P80 TOP MORNING NEWS - A		T80	P	N	210.700,00		210.700,00			210.700,00	179.095,00	883	38,06	5.536	4.706	238,6	
33	UN P80 TOP MORNING NEWS - A		T80	P	N	210.700,00		210.700,00			210.700,00	179.095,00	883	38,06	5.536	4.706	238,6	
34	UN P80 TOP MORNING NEWS - A		T80	P	N	210.700,00		210.700,00			210.700,00	179.095,00	883	38,06	5.536	4.706	238,6	
35	UN P80 TOP MORNING NEWS - A		T80	P	N	210.700,00		210.700,00			210.700,00	179.095,00	883	38,06	5.536	4.706	238,6	
36	UN P80 COMICS I1 BV		MIP			100.000,00		100.000,00			100.000,00	85.000,00	840	36,19	2.763	2.349	119,1	
37	UN P80 COMICS I1 BV		MIP			100.000,00		100.000,00			100.000,00	85.000,00	840	36,19	2.763	2.349	119,1	
38	UN P80 COMICS I1 BV		MIP			100.000,00		100.000,00			100.000,00	85.000,00	840	36,19	2.763	2.349	119,1	
39	UN P80 COMICS I1 BV		MIP			100.000,00		100.000,00			100.000,00	85.000,00	840	36,19	2.763	2.349	119,1	
40	UN P80 PROGETTO YOUNG WOMAN		MIP			940.000,00		940.000,00			940.000,00	799.000,00	814	35,05	26.817	22.794	1155,5	
41	R1 TGI SERA SPEC SANREMO /FB		FBR			822.000,00		822.000,00			822.000,00	698.700,00	771	33,21	24.749	21.036	1066,4	
42	UN P80 METEO ST. APERTO I1 BV		MIP	P	N	127.000,00		127.000,00			127.000,00	107.950,00	763	32,88	3.862	3.283	166,4	
43	UN P80 METEO ST. APERTO I1 BV		MIP	P	N	127.000,00		127.000,00			127.000,00	107.950,00	763	32,88	3.862	3.283	166,4	
44	UN P80 METEO ST. APERTO I1 BV		MIP	P	N	127.000,00		127.000,00			127.000,00	107.950,00	763	32,88	3.862	3.283	166,4	
45	UN P80 METEO ST. APERTO I1 BV		MIP	P	N	127.000,00		127.000,00			127.000,00	107.950,00	763	32,88	3.862	3.283	166,4	

Periodo Sconti Stagionali
04/02/2018 03/03/2018

Secondi Max veicoli
30 0

Analisi Piani



Then we choose a combination of media vehicles and we have the plan results

Quantity of different planned ads = 18

Average frequency = 4

Reach% = 59,9%

TRPs = 260,1

Ranker2 x

Target Base: All people
Target Group: M 25-64 ROMA cl. Media->Sup
Target Weight: All people
Size: 1.085 (624) = 2,0%

	Carrier	Quantity	Cover	Frequen.	OTS	Cvr.% ✓	TRP	TGI ✓	Cvr. max ✓	Cover 1+	Cover 3+	Integr. Index ✎
	Integr. Index Coefficients:											
						0,2		0,4	0,4			
1	Total	18	649	4	2.821	59,9	260,1	378	816	649	424	73
2	IL MESSAGGER	5	383	3	1.173	35,3	108,1	991	527	383	232	71
3	LEGGO	5	246	3	706	22,7	65,1	1.159	392	246	127	66
4	CORRIERE DELL	3	255	2	564	23,5	52,0	543	412	255	117	46
5	LA REPUBBLICA	2	162	1	239	15,0	22,1	291	328	162	0	31
6	CORRIERE DELL	1	74	1	74	6,8	6,8	178	261	74	0	21
7	IL FATTO QUO	2	48	1	65	4,5	6,0	435	140	48	0	23

There may be discrepancies due to rounding

GRP's are the **most important** metrics in advertising planning (together with the budget)



TV planning is measured in GRP's



We track our competitors' GRP's to calculate Share of Voice and forecast their strategy

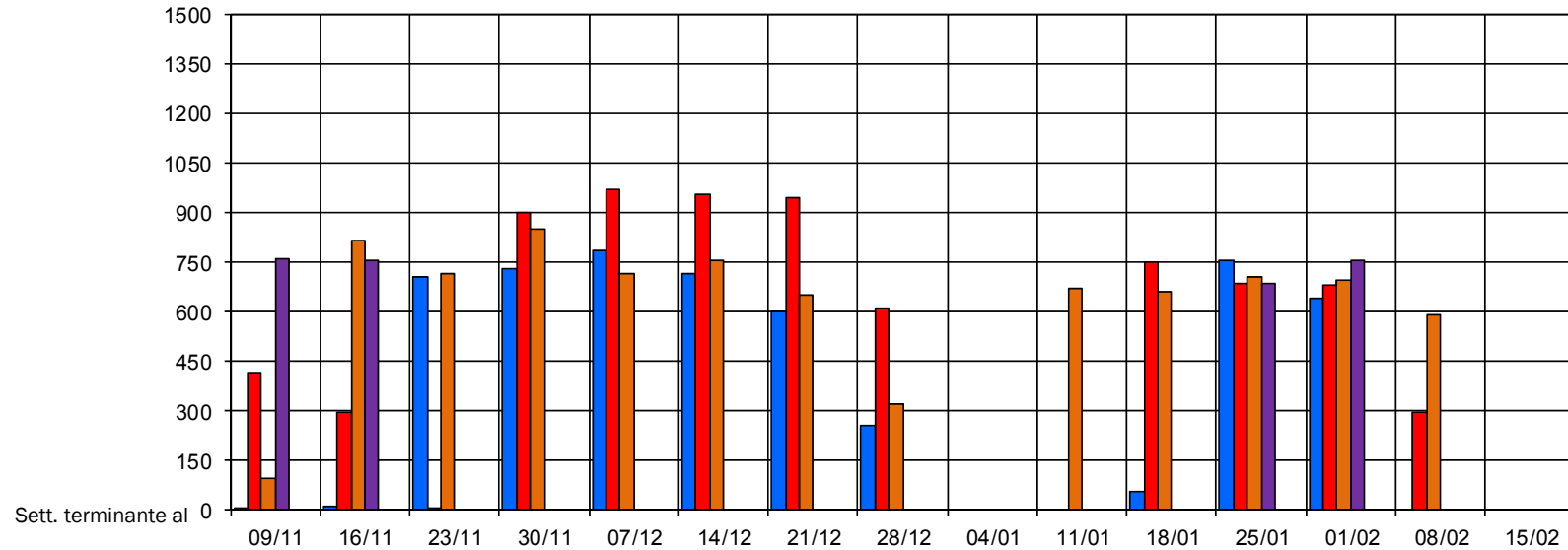
CONCORRENZA TV MERCATO TELEFONIA 2013
MONITORAGGIO GRP REALI PER SETTIMANA
 AGGIORNAMENTO AL 4 MAGGIO 2013

08/05/13																														
Azienda	TOTALE GRP	GEN							FEB				MAR				APR				MAG				GIU					
Classe di Prodotto	S.o.V.	30-dic 05-gen	06-gen 12-gen	13-gen 19-gen	20-gen 26-gen	27-gen 02-feb	03-feb 09-feb	10-feb 16-feb	17-feb 23-feb	24-feb 02-mar	03-mar 09-mar	10-mar 16-mar	17-mar 23-mar	24-mar 30-mar	31-mar 06-apr	07-apr 13-apr	14-apr 20-apr	21-apr 27-apr	28-apr 04-mag	05-mag 11-mag	12-mag 18-mag	19-mag 25-mag	26-mag 01-giu	02-giu 08-giu	09-giu 15-giu	16-giu 22-giu	23-giu 29-giu	30-giu 06-lug	07-lug 13-lug	
TOTALE TIM	8.476 15%	1	6	662	824	701	8	874	961	762	774	643	500		7	13	354	533	831											
GRP norm. N°	7.340	1	5	660	695	572	6	776	794	626	673	539	385		4	8	290	472	815											
Week >100 Grp	12																													
Grp/Week	703																													
TOTALE VODAFONE	8.674 15%	161	13				44	569	1.080	1.013	1.101	765	804	425			833	1.039	829											
GRP norm. N°	8.129	107	8				24	572	1.223	1.013	976	644	634	299			833	1.039	759											
Week >100 Grp	19																													
Grp/Week	662																													
TOTALE H3G	2.718 5%	211							535	1.024	762	185																		
GRP norm. N°	2.418	185							535	911	625	183																		
Week >100 Grp	4																													
Grp/Week	679																													
TOTALE WIND	11.800 21%			247	241	261	929	837	877	1.625	939	863	796	837	764	734	842	847	792	5										
GRP norm. N°	9.554			148	145	120	796	661	685	869	733	670	703	749	632	600	720	668	640	14										
Week >100 Grp	16																													
Grp/Week	737																													
TOTALE TELECOM	4.450 8%	1	7	630	623	8	8	9	7	10	8	9	6	6	624	602	1.034	858												
GRP norm. N°	4.273	1	5	581	494	7	6	6	6	10	6	6	6	6	656	485	1.298	714												
Week >100 Grp	6																													
Grp/Week	729																													



La pressione esercitata sul mezzo TV per gestore

I dati relativi alla pressione pubblicitaria esercitata attraverso la televisione sono quantificati in GRP's (GROSS RATING POINT o CONTATTI LORDI). I GRP's equivalgono al prodotto della percentuale di copertura del target, ovvero i contatti netti (REACH), per la frequenza media di esposizione (FREQUENCY).



GRP's Target Adulti

TIM
Vodafone
di cui TLC
Wind
3

4	9	705	729	784	713	602	257			55	754	640		
413	296	3	899	971	956	948	612			751	683	678	296	
96	817	715	849	713	753	652	322		670	660	705	694	589	
760	754										685	753		

		Unlimited		Natale					TY	Medley	Special		
Smartphone		Scegli Tu							Rete Veloce				
AI	Super AI	Medley	Noi Tutti	All Inclusive				AIU&S	All Inclusive promo&2 GB				
Galaxy Gear									All In				



And you can also use them to plan social media

Meta Business Help Centre

How does TRP buying on Facebook work?

1,553 views

What is TRP buying?

TRP buying lets advertisers familiar with TV campaigns plan and buy video campaigns using Nielsen-verified Target Rating Points (TRPs) on Facebook and Instagram. This allows video campaigns to be planned, bought and reported on in the same way as ads on TV and other online video channels.

When using TRP buying, your campaign will be booked on an insertion order directly with Facebook and will be optimised towards Nielsen on-target delivery according to your chosen demographic audience.



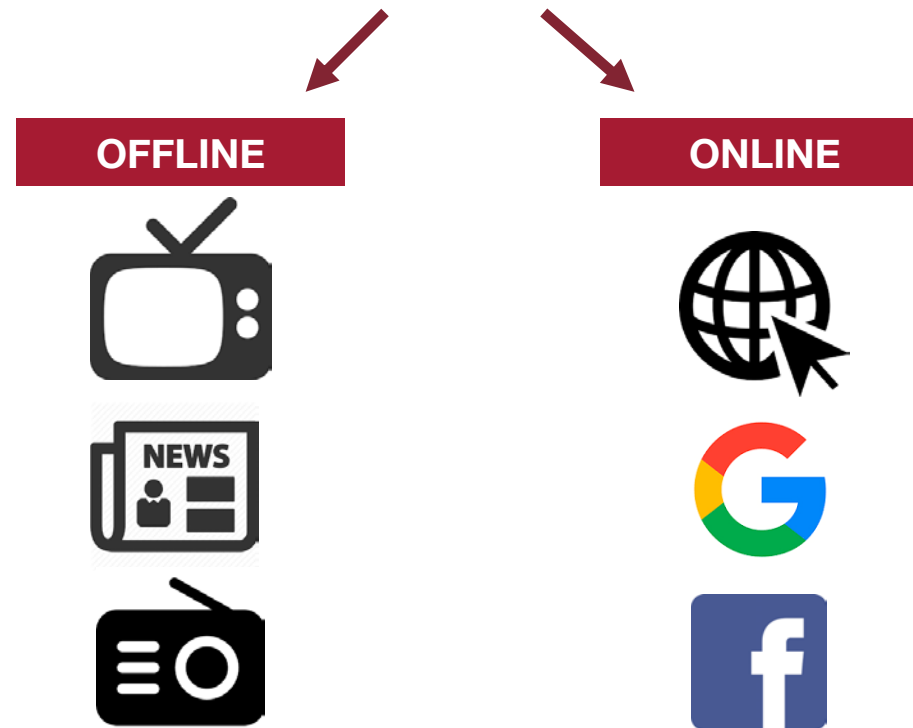
Let's do some practice



**Let's see some metrics related to
media buying**

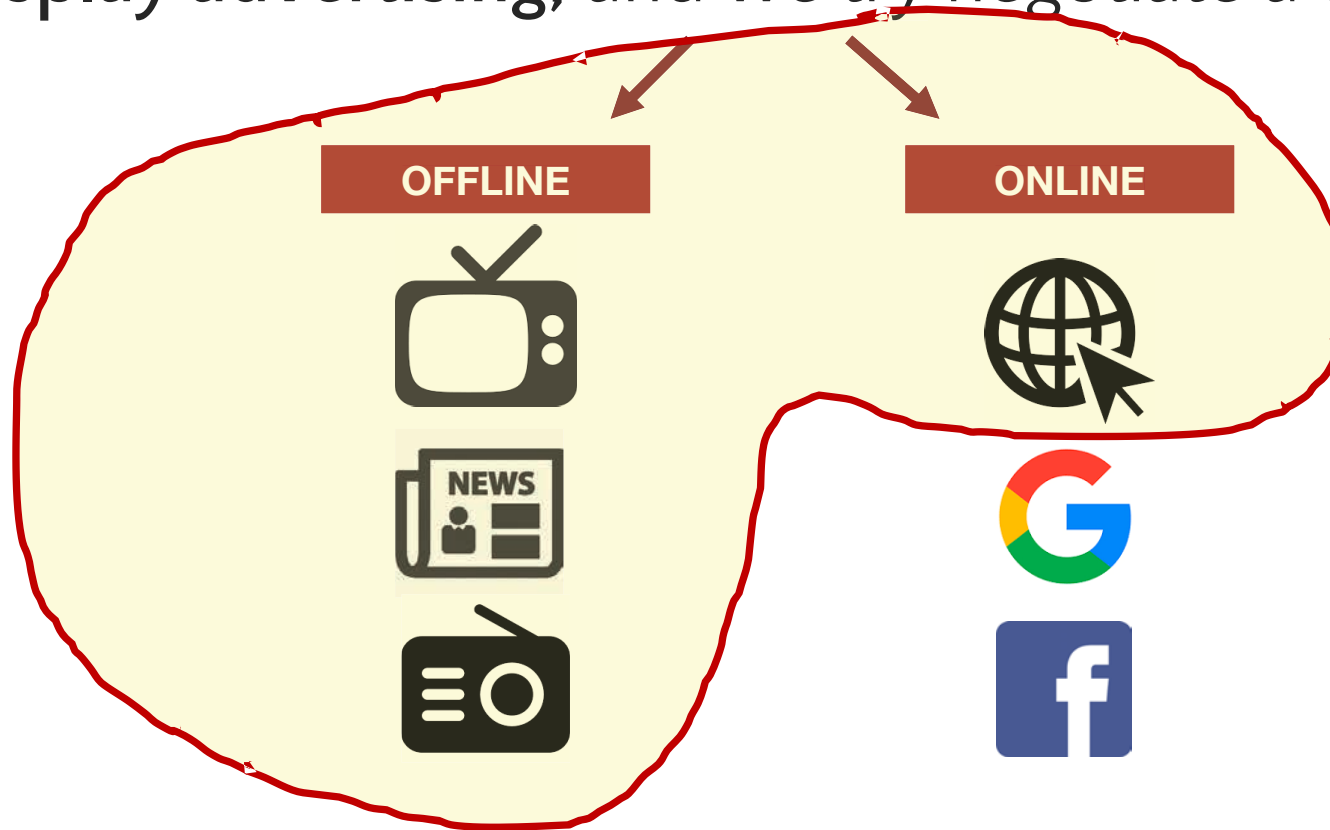
How do we buy media?

We must distinguish between media



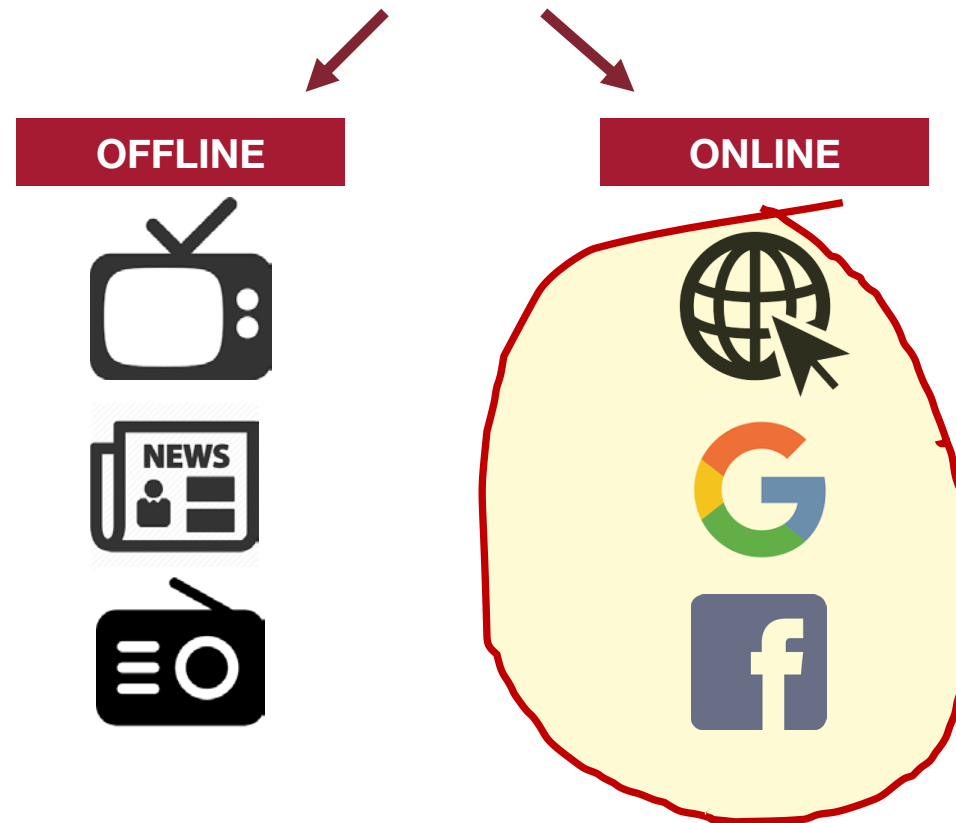
How do we buy media?

Sometimes we have a **rate card**, usually for **offline media** and **online display advertising**, and we try negotiate a **discount**



Biddable media?

With **Google Ads, Social Networks and Programmatic advertising**, we buy bidding on an **auction**. There are **not fixed prices** or discount





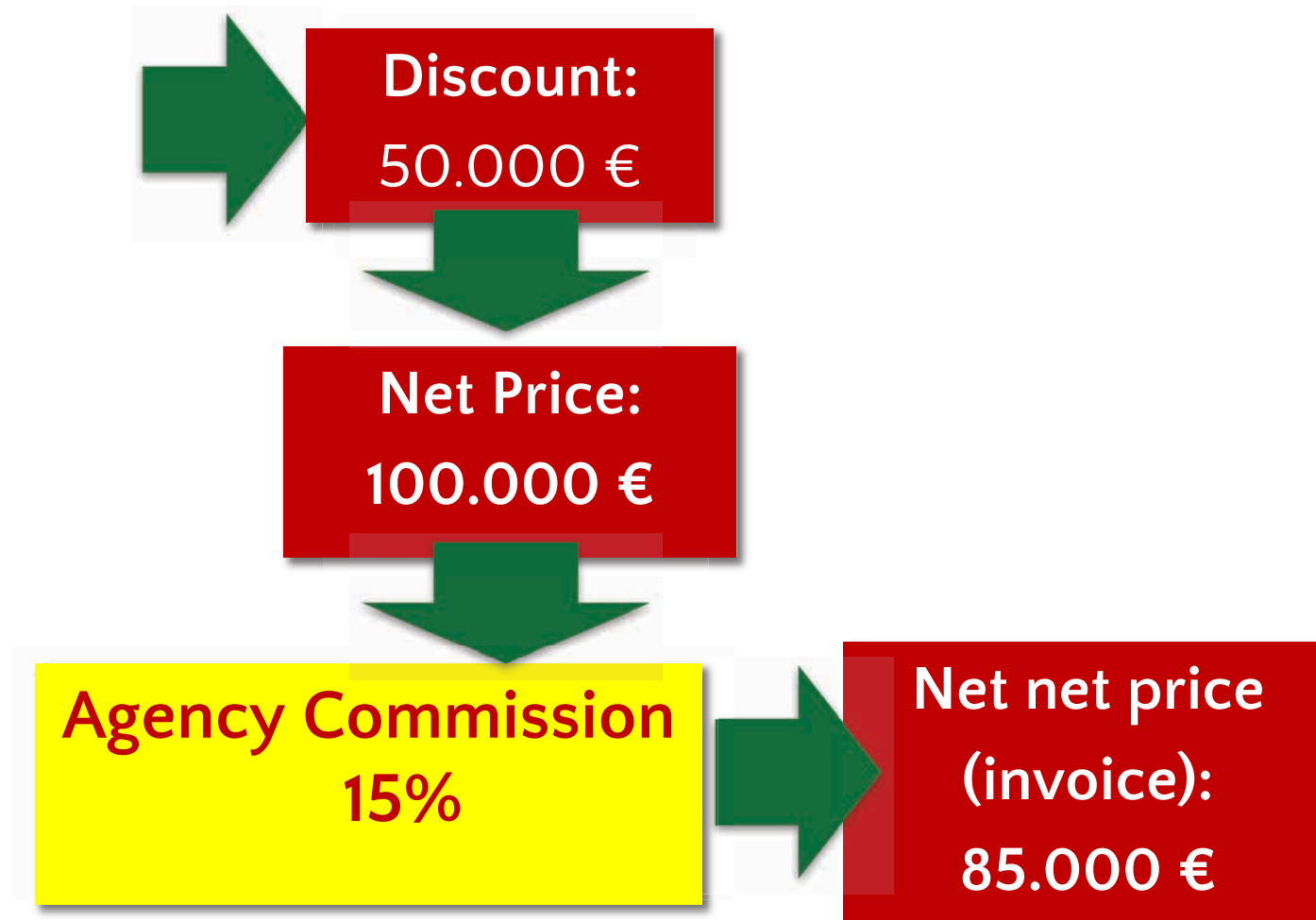
How do we buy **offline media** in Italy



Media buying: net and «net net» **negotiation**

Rate card:

- 150.000 €





Net and Net Net

- **Net price** is the price calculated after the negotiation (rate card – discount)
- **Net net price** is the price of the invoice (net price minus 15% of Agency commission).



Media efficiency: costs Vs. rating points

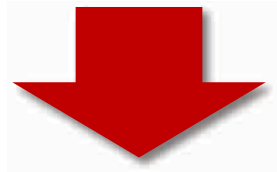
To **compare media vehicles**, we can use the ratio between cost and GRP's, that's called:

C/GRP's (Cost/GRP's)

Or we can use cost Vs. contacts (usually for print, considering Circulation),:

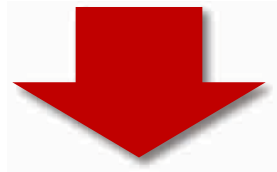
C/C (Cost/Contacts)

- I buy 1.000 GRP's on a TV plan and I spend 1.000.000 euro.



What's the C/GRP?

- I buy 1.000 GRP's on a TV plan and I spend 1.000.000 €.



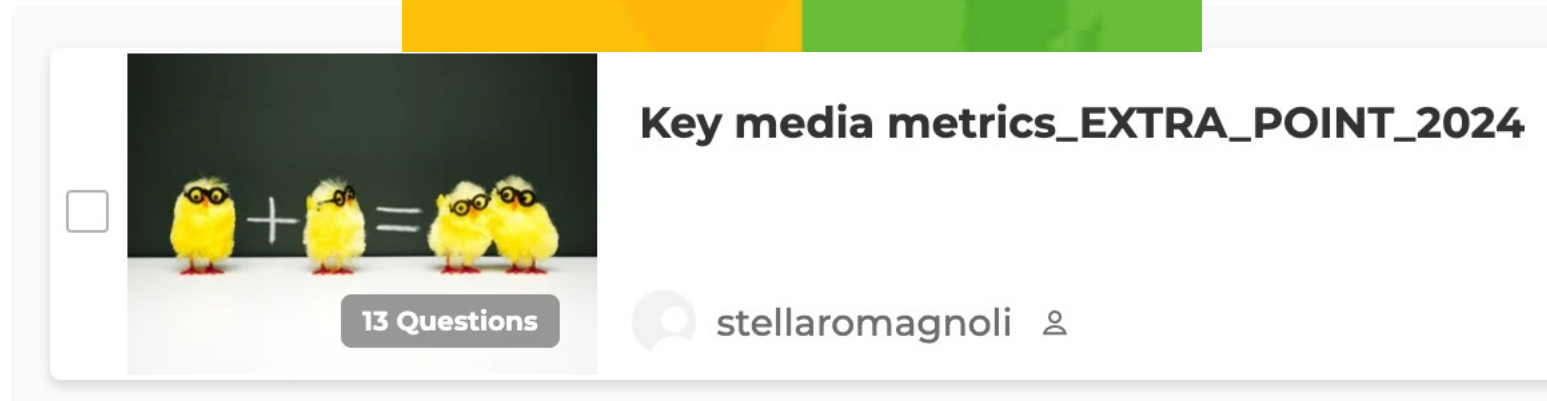
What's the C/GRP?

$$1.000.000 / 1.000 = 1.000 \text{ €}$$



Ready to play a **very special** game?

13 questions. Try to answer correctly. If you make ≤ 3 errors you get **an extra point** to add to the exam written test



Fonti

- Marketing Communications. A European Perspective, P. De Pelsmacker, M. Geuens and J. Van Den Bergh – 6th edition, Pearson 2017 – cap. 7.
- The media handbook – Helen Katz – 2017
- Media planning & buying in the 21st century – Ronald Geskey – 2017