



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 **SO**TTANTESIMO 2019



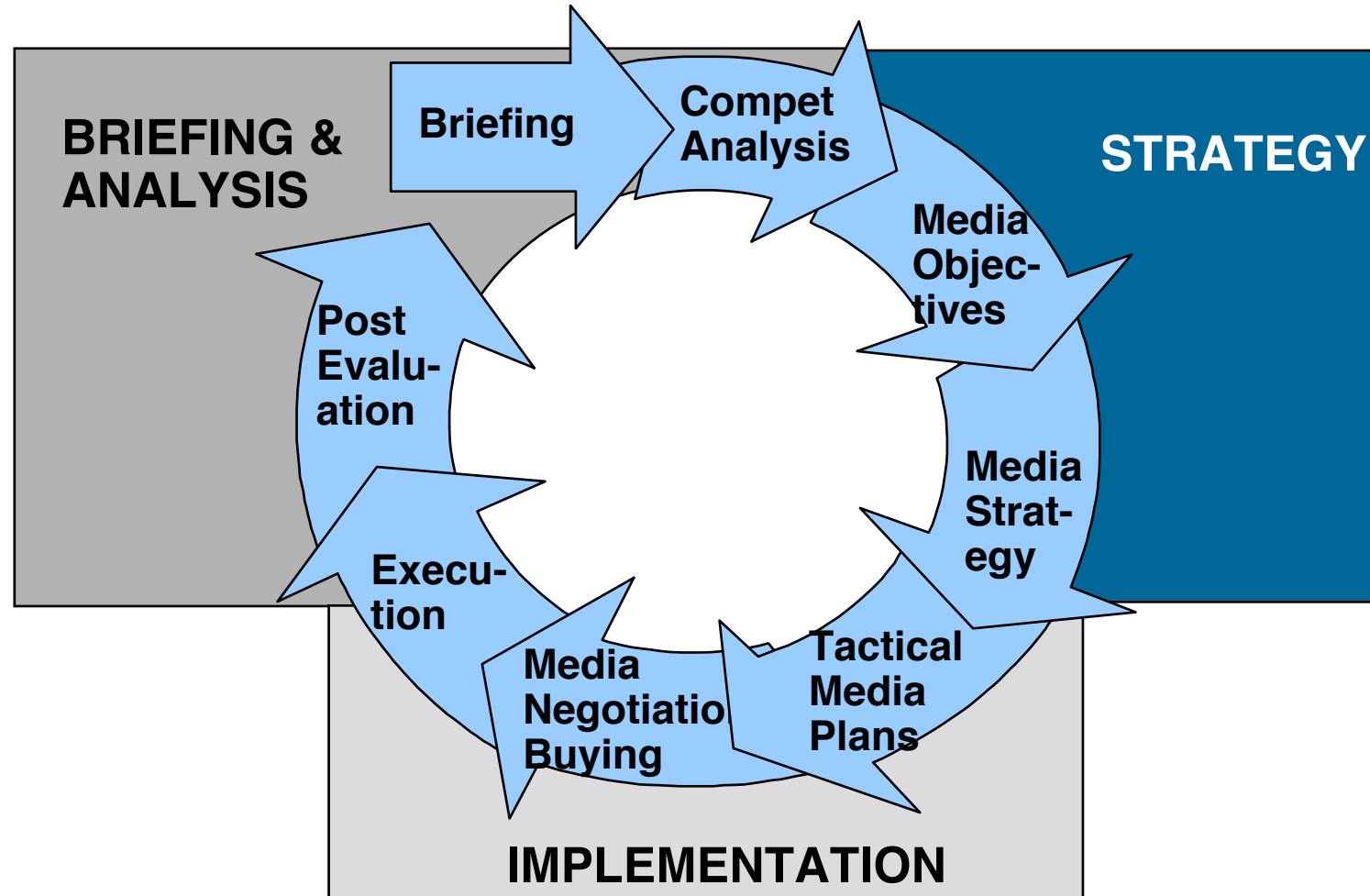
Paid Media planning process

Lesson 6 part 3

Thursday November, 21



Media planning process





Paid Media planning process

1. Briefing
2. Competitors Analysis
3. Media objectives' setting
4. Media Strategy
5. Media plan
6. Media negotiation and buying
7. Execution
8. Post-evaluation



1. The media briefing



1. The media briefing

The briefing is the **set of information** that we need to **plan the communication campaign**

- Who should we reach? (**target audience**)
- How much money do we have? (**budget**)
- The communication's **objectives** (awareness, image, behaviour...)
- The **timing** (for when our objectives must be achieved)
- With what kind of **message**



2. competitors analysis



2. Competitors analysis

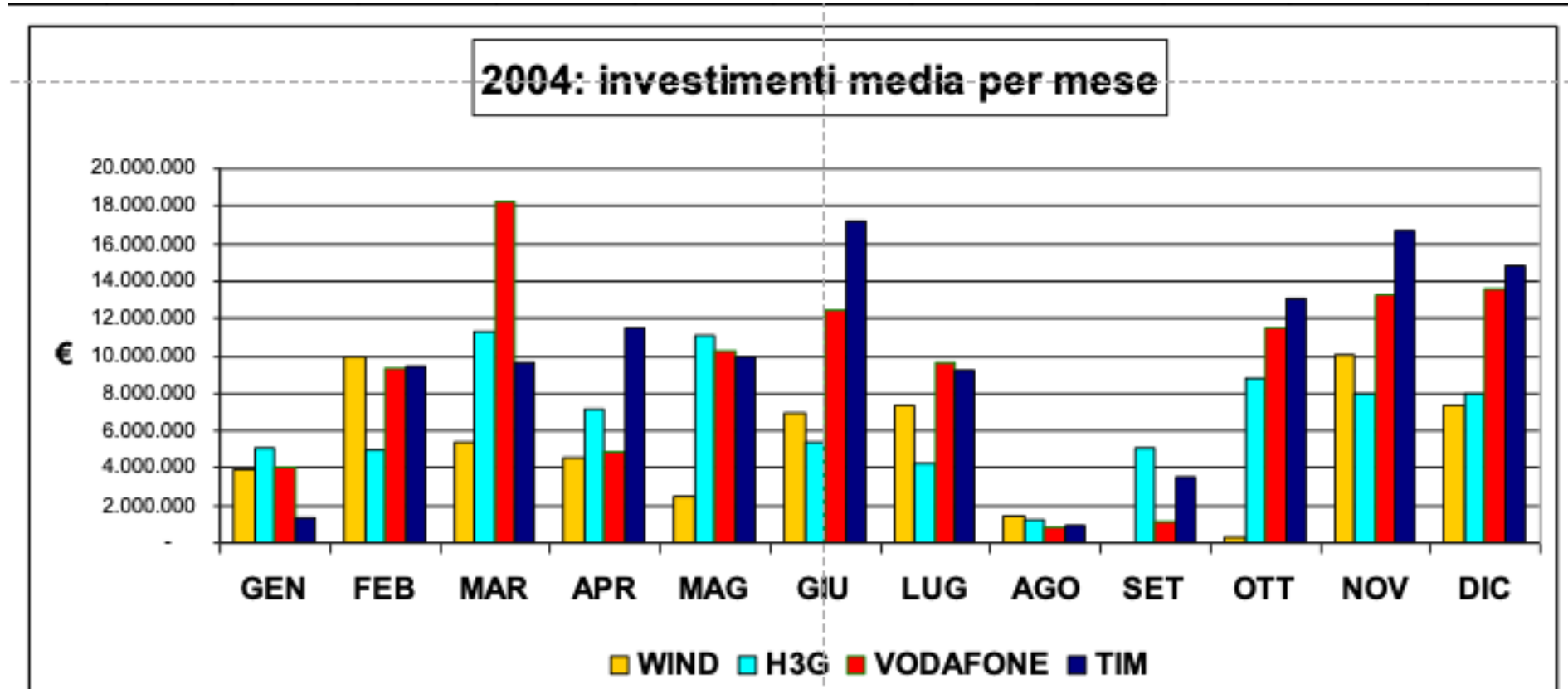
We need to find **data** on how competitors reach the same target:

- What **media** do they use?
- How much **advertising pressure** (GRP's, investments)
- **Timing** of their planning schedules, etc.

This information are useful not only to know the media used by competitors, but to evaluate our "**share of voice**" (**SOV**)



We analyze seasonality trends: **when** they advertise





What media they plan and how much they invest

2003	TIM	SOS	VODAFONE	SOS	H3G	SOS	WIND	SOS
TV	59.866.266	68%	68.260.252	65%	35.632.206	63%	29.208.091	71%
TELEPROMO+I.A.	4.616.775	5%	5.783.756	5%	5.008.199	9%	2.737.197	7%
QUOTIDIANI	8.926.225	10%	17.018.344	16%	9.701.574	17%	2.383.445	6%
PERIODICI	7.792.629	9%	4.451.515	4%	3.149.826	6%	627.382	2%
RADIO	3.654.341	4%	4.589.991	4%	940.042	2%	2.041.266	5%
AFFISSIONE	3.556.967	4%	5.183.903	5%	648.949	1%	2.725.484	7%
CINEMA		0%	311.012	0%	1.741.806	3%	1.511.006	4%
TOTALE	88.413.203	100%	105.598.773	100%	56.822.602	100%	41.233.871	100%



And their past media planning strategy

STRATEGIA DI COMUNICAZIONE H3G Il piano media 2004

	Gen	Feb	Mar	Apr	Maggio	Giugno	Luglio	Agosto	Settembre	Ottobre	Novembre	Dicembre	INVESTIMENTO euro
TV													23.460 GRP%
Tabellone	TuTeDea 10' 10'	TuTeDea 10' 10'	TuTeDea 10' 10' 10' 10'	TuTeDea 10' 10' 10'	TuTeDea 10' 10' 10'	TuTeDea 10' 10' 10'	TuTeDea 10' 10' 10'	TuTeDea 10' 10' 10'	TuTeDea 10' 10' 10'	TuTeDea 10' 10' 10'	TuTeDea 10' 10' 10'	TuTeDea 10' 10' 10'	
Inv. Nielsen	2.835.891	3.588.054	7.040.295	3.187.459	7.622.083	3.351.935	2.819.419		3.518.567	5.951.300	5.307.207	4.675.198	49.897.408 62%
TLP													
TLP+I.A.	702.694	599.325	978.598	695.813	24.485				405.640	1.129.990	681.141	455.106	5.872.792 7%
STAMPA													14.621.298 QUO 3.425.822 PER
	1.119.115	941.775	2.355.129	2.202.600	2.162.693	1.393.229	1.133.572	1.098.525	1.154.451	1.249.771	1.835.301	1.400.959	18.047.120 22%
AFFISSIONE			778.111									682.844	1.460.955 2%
AFFISSIONE permanente													
RADIO													
	208.596	397.195	349.523	401.195	396.161	267.708	251.058	185.044	5.704	344.623	2.560	314.323	3.123.690 4%
CINEMA													
	202.017	72.360	147.991	332.563	194.961	303.789				138.105		452.359	1.844.145 2%
Totale Budget	5.068.313	4.999.384	11.270.374	7.102.415	11.071.711	5.341.146	4.204.049	1.283.569	5.084.362	8.813.789	8.026.209	7.980.789	80.246.110 100%



How do we get these data?

- GRP's Monitoring (Nielsen AGB data) and industry's C/GRP's
- Nielsen adex data



3. Media goals setting



3. Media goals setting

We we need **to establish the goals** of our advertising program in order to demonstrate

- how it will help our brand achieve its **marketing goals**,
- and how that **objectives will be achieved through the usage of media**

We use **media KPIs** (GRP's, impressions, reach%, frequency...)



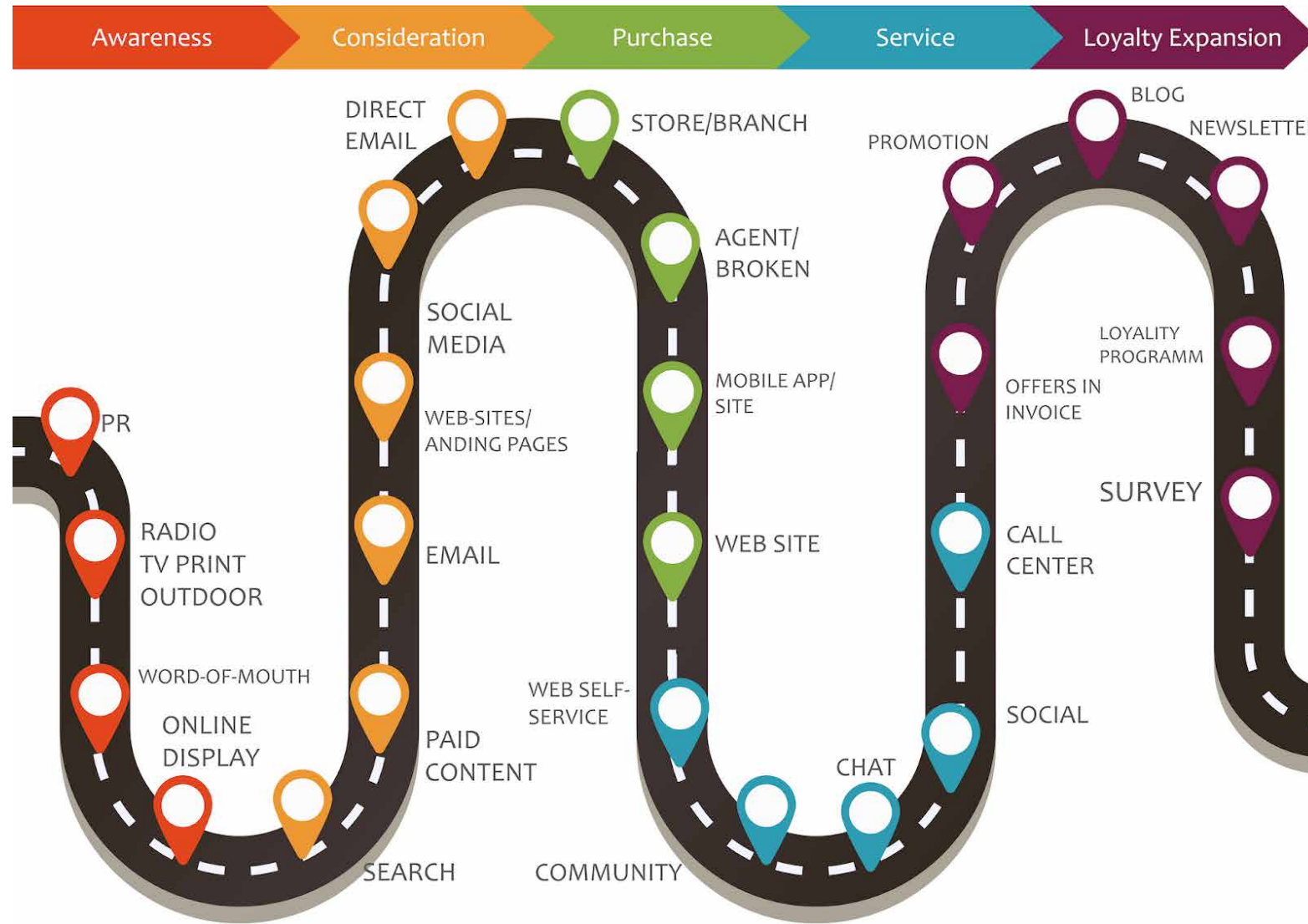
Advertising objectives

The **advertising object** is usually tied to the **stage** at which the target audience is **in the decision-making process** (need, awareness, preference, search, selection, purchase, use, satisfaction)

**Paid Media are often used for the cognitive stage
(need & awareness)**



Do you remember the customer journey?





Advertising objectives Vs media objectives

If we need to **increase awareness** of our mass-market products, we'll need to plan **mass media** (e.g. TV) with a **lot of frequency**

- Effective **frequency 4+** with a **reach of 70%** or more in 1 month
- **800 TV GRP's (TRP's)** for a **2 weeks** campaign

Communication objects must have a specific time frame



e.g. Media KPIs

We need a reach of 80% with an average frequency of 5 in 2 weeks

How many GRP's?



e.g. Media KPIs

We need a reach of 80% with an average frequency of 5 in 2 weeks =
($80 \times 5 = 400$ GRP's in 2 weeks)



How to calculate the **budget**?

With the **C/GRP's**

e.g. **TV C/GRP's = 3.000€**

400 GRP's x 3.000€ = 1.200.000€



Advertising objectives Vs media objectives

If we need to **to stimulate the purchase intention**, we'll probably send **direct emails** with promotional offers, or plan **Google Search Ads**

- E.g. 5.000.000 email sent
- 50.000 clicks on Google paid ads in 1 months
- Etc.

Media objectives:
Impressions
Clicks
Reach% & Frequency
GRP's
Context affinity/quality



4. Media strategy



4. Media strategy

In simple terms, creating a **media strategy** means **allocating the budget** among the **chosen media**, with their **timing**



4. Media strategy

In simple terms, creating a **media strategy** means **allocating the budget** among the **chosen media**, with their **timing**

The goal is to find the right medium, or combination of media, that will achieve our objectives, given the amount of money that we have to spend and the time frame



4. Media strategy

Therefore, we have to:

- Study the **target audience** to find the right media/vehicles that **reach them**
- Define the **role of each medium** in terms of **advertising objectives**
- Estimate the **cost of each paid medium** considering the **format** of the ads
- And schedule a **tentative timing** of the campaign, considering our objectives.



We need to consider all the media in our strategy

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



Case study

**The launch of a new TV format for
Superinternet,
a broadband offer by Telecom Italia**



LA SORPRENDENTE STORIA D'ITALIA

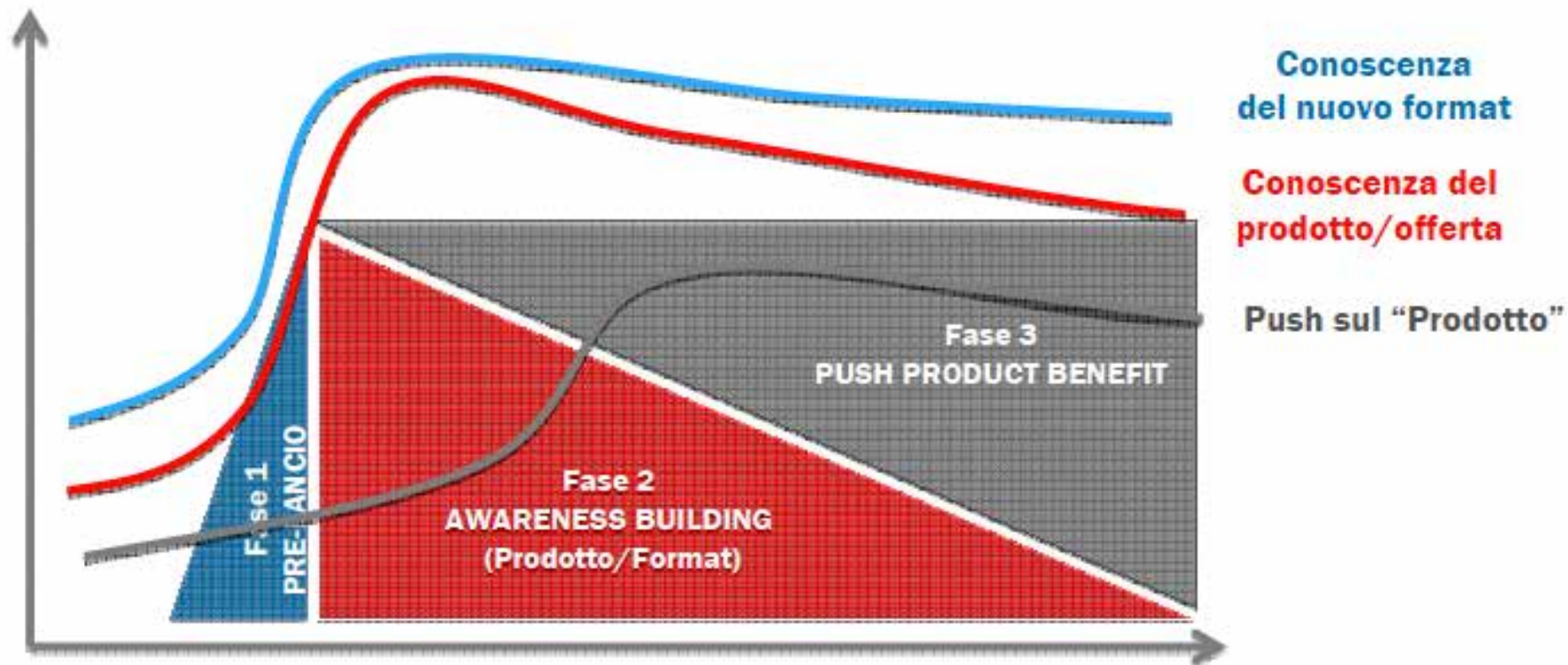
Secondo Telecom Italia

La strategia media

1 FASE: PRE-LANCIO NEW FORMAT → stimolare la curiosità sul nuovo format invitando il Target alla visione del nuovo spot in anteprima

2 FASE: AWARENESS BUILDING (NEW FORMAT TV) → massimizzare impatto e copertura del nuovo format creativo e del relativo spot di prodotto → video domination

3 FASE: PUSH PRODUCT BENEFIT → focalizzazione sul prodotto e il suo key brand benefit → sfruttando i mezzi più interattivi (Radio e Web) per far vivere “l’esperienza” del prodotto



Ad ogni mezzo il suo compito

La pianificazione è stata costruita sulla base delle abitudini del target, declinando la scelta dei mezzi sulla base degli obiettivi posti al fine di sfruttare sia le diverse caratteristiche di ciascun mezzo sia le relative modalità di fruizione.

TV	QUOTIDIANI	CINEMA	RADIO	WEB
				
Un mezzo "passivo" indispensabile però per far conoscere il prodotto alla quota più allargata del target nel più breve periodo di tempo	Un mezzo istituzionale, rivolto prevalentemente alle frange più adulte del target al fine di scaricare l'imprinting di Promotore Tecnologico presente nello spot su Telecom	Un mezzo fortemente emotivo" da sfruttare per veicolare le emozioni dello spot	Un mezzo emotivo capace di generare iterazione da parte degli ascoltatori, da utilizzare per interagire con loro, invitandoli a scoprire il prodotto ◊	il mezzo in cui il prodotto raggiunge la sua massima espressione in quanto è possibile metterne in luce la Key Brand Benefit → da utilizzare sia per raggiungere il target (video) sia per mettere in luce i benefici del prodotto facendolo "provare"
AWARENESS BUILDER	REPUTATION BUILDER	EMOZIONARE ILTARGET	ATTIVARE IL TARGET	LEARNING BY DOING

La declinazione della strategia

1 FASE: PRE-LANCIO NEW FORMAT → Invito a scoprire il nuovo format TV



2 FASE: AWARENESS BUILDING (NEW FORMAT TV) → Videostrategy



3 FASE: PUSH PRODUCT BENEFIT → mostrare/argomentare le key feature del prodotto





Televisione

Ricerca di ampia visibilità in un breve lasso temporale

► Soglie di visibilità : il livello di pressione sviluppato sulle tv generaliste tengono conto dei livelli di efficienza/efficacia sul focus target 14-44 anni

- 1° week 410 (adu 487)
- 2° week 380 (adu 425)
- 3° week 337 (adu 381)

► Selezione rubriche:

- informazione,
- approfondimenti,
- sport,
- grande audience,
- giovani



Formati
Grp's
Copertura
Frequenza media
PT 18.30-23.30

> Generaliste



> Satellitari



> Digitali



> Musicali

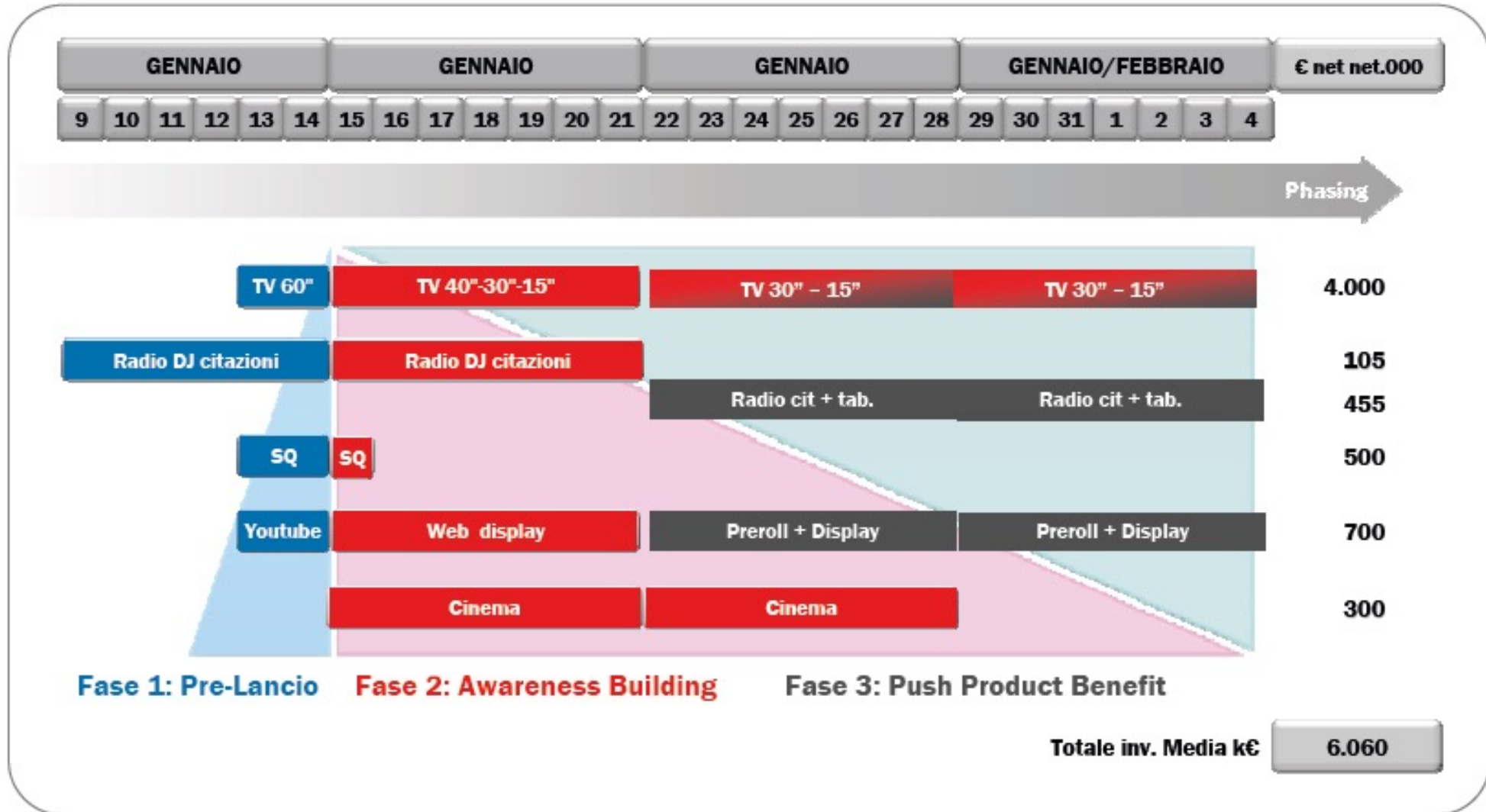


> Videocomunicazione



	Gennaio					grp's	
	08—12	13-14	15—21	22—28	29—4/2	adulti entità 51.616.000	15-44 anni entità 23.808.000
Formati	80" 40" + 30" + 16" 30" + 16" 30" + 16"						
Tg La7	6	619	559	500		1.685	1.405
Copertura						83%	82%
Frequenza media						18	16
PT 18.30-23.30						67	68
> Generaliste	8	487	425	381		1.300	
> Satellitari		48	46	38		130	
> Digitali		64	81	66		170	
> Musicali		28	28	28		85	
> Videocomunicazione		00	00	00			

Timing Media



Risultati di Comunicazione

		Target Adulti +14	Target 14-44
	Grp's	1.865	1.405
	% Cop	93	92
	Freq	18	15
	Grp's	884	1.327
	% Cop	62,8	82,5
	Freq	14	16,1
	Grp's	126	114
	% Cop	42	38
	Freq	3	3
	Impression	50Mio	
	Grp's Video	40	
	Stima Biglietti Gennaio	16,5Mio	



Look at internet impressions..
50 millions

Do you think they are a lot?





Let's translate impressions in GRP's

$$\text{GRP's} = \frac{\text{gross impressions} \times 100}{\text{Target}}$$

$$\text{GRP's} = \frac{50.000.000 \times 100}{60.000.000}$$

$$\text{GRP's} = \frac{50.000.000 \times 100}{60.000.000}$$



Not so many...

$$\text{GRP's} = \frac{500}{6}$$

83,3...





5. Media planning & buying



5. Preparing the media plan

- Putting together a media plan represents the culmination of all the thinking, planning and organizing that we have seen during these lessons.
- We choose **media vehicles**, define **formats**, check space availability and **set the calendar** with the exact timing of the ads
- We also need to **negotiate the media buying** and define the **exact price** for **each media vehicle** (looking for opportunities in terms of special discounts)



Media negotiation strategy

In any media negotiation, **information, knowledge and facts** are **power**. Know the media audience, advantages and disadvantages, media competitors, prices, discounts.



Media negotiation strategy

- Which issues affect the media negotiation?
 - The **yearly budget** and **future expectations** (if it increases or it's cut)
 - **Discounts' history** (we must consider previous years' terms)
 - To be a **new client** (new media investor)
 - **Media seasonality** (if there's a high demand or not)
 - **Competition** (media that reach the same target audience)
 - **Exclusivity** (planning one publisher only: e.g. Publitalia Vs. Rai Pubblicità)



Media plan example

NUOVO SITO UNICO

Mezzo: TV, SP, Radio, Web

Periodo: 13 luglio - 31 dicembre 2015

The linked

MEZZO/VEICOLO	RISULTATI DI COMUNICAZIONE	2015																								TOTALE € net net
		LUGLIO				AGOSTO				SETTEMBRE				OTTOBRE				NOVEMBRE				DICEMBRE				
		28	05	12	19	26	02	09	16	23	30	06	13	20	27	04	11	18	25	01	08	15	22	29	06	
STAMPA PERIODICA		<div style="display: flex; justify-content: space-between;"> FASE WARM-UP FASE START-UP + FOLLOW-UP </div>																								259.655,75
> NEWS-MAGAZINE, FEMMINILI, SPORTIVI Espresso, Venerdì, Sete, Il Giornale Style, Vanity fair, Internazionale, Io Donna D Repubblica, Sport Week, GQ, La Scienza Panorama, Donna Modema, Grazia, Focus, Tu Style, Chi, Tv Sorrisi e Canzoni N° Avvisi Totali: 59	137 grp's tg adulti Cop +1 48,1 ots: 2,8																									259.655,75
RADIO																										334.725,77
> COMMERCIALI Radio D1, Radio 105, RDS, RTL 102,5 - Citazioni 30" Radio Italia, R101, Radio Kiss Kiss - Citazioni 30"	383 grp's tg adulti Cop +1 68,5 ots: 5,6																									334.725,77
WEB																										912.498,59
> INTERNET Tablet Tablet + PC Mobile TIM MODERN MAGIC Social Riserva "TIM TILE"																										241.903,50
TELEVISIONE																										491.342,80
1° flight																										192.142,80



7. execution

7. execution: from the media plan to the broadcasting

- We **choose the media vehicles** considering our advertising and media objectives
- We considered the available budget and we **negotiated** prices with the media sellers
- We prepared the **media scheduling** (checking space availability with the media sellers)
- Our advertising agency (production and traffic department) delivers the **ad files to the publishers**



We are on air



Let's recap



Media planning process recap 1/2

- We understand the **briefing** (target, timing, budget, advertising goals, message)
- We **choose the most suitable media** for the target audience and the advertising objectives
- Define the **format** we need (space or time)
- Check the target audience's ranking and choose the **individual vehicles**
- At the same time we check **sales policies for the prices**
- **We allocate the budget** among the different media/vehicles considering the advertising and media objectives



Media planning process recap 2/2

- We **negotiate** with the media seller to get as much discounts as possible (or better terms, such as special positions or free ads)
- Prepare a **scheduling** with dates and hours of commercials, positions and expected communication results
- For Google Ads, Facebook Business, the other digital platforms and programmatic buying we follow the specific planning process
- **We check the Ad files** that goes to the publishers (or check that the agency does that. Avoiding mistakes in the production phase!!!) and that the **delivery** is on time.



8. Post evaluation



8. Post-evaluation

After the campaign is published or broadcasted

1. Check that the commercials were **broadcasted at the agreed day and time** (or that the print ad was published on the decided issue and got the negotiated position)



E.g. TV – AGB data

NIELSEN TV Audience Measurement

CERTIFICAZIONE DI CAMPAGNA PUNTI ORA

Periodo 21/07/13 - 03/08/13
 Prodotti TIM SENIOR
 Emittenti Rai 1 , Rai 2 , Rai 3 , Canale 5 (Range: 37) , Retequattro (Range: 37) , La7 (Range: 37) .
 Target Adulti 15+ (Universo: 52113)
 Composizione affollamento Pagamento + Eccedenze
 Tavola in ordine Emittente

Em	Data	Ora	Durata	RILEVAZIONE			RT NP NF CF CT	AUDIENCE			Durata o Precedent il break	PROGRAMMA	POSIZIONE E TOY. EVENTI		Prodotti concorrenti	Dur. break ***	Fascia pianificata	Fascia del break	1
				di uscita	Iniz. break ****	Teor. break +vic. *		Reale spot	Reale Break	Teor. Break +vic.			Con IA	Senza IA					
R1	22/07/13	08:30	15	08:29	08:28			1042	1013		15	UNO MATTI	4/11	4/11		03'16	Uno Mattina/Bonus		
R1	22/07/13	12:50	15	12:48	12:48			2352	2390		15	DON MATTE	3/10	3/10		03'27	Meridiana Uno/Bonus		
R1	22/07/13	18:45	15	18:40	18:39			1337	1360		15	ESTATE IN REAZIONE	3/10	3/10	VODAFONE SPECIAL	03'12	Primavera Uno Quiz Inizio/		
R1	23/07/13	18:15	15	18:36	18:33			1331	1362		15	ESTATE IN	9/10	9/10	VODAFONE SPECIAL	03'13	Pomeriggio Uno B/Bonus		
R1	24/07/13	12:50	15	12:51	12:48			2082	2083		15	DON MATTE	9/10	9/10		03'33	Meridiana Uno/Bonus		
R1	24/07/13	19:20	15	19:14	19:14			2650	2724		15	REAZIONE	2/ 4	2/ 4		01'49	Primavera Uno Quiz		
R1	25/07/13	13:25	15	13:25	13:25			2333	2331		15	DON MATTE TGI	3/11	3/11		03'36	R1 Ty Meridiana		
R1	25/07/13	14:05	15	14:10	14:09			1559	1481		15	TGI-ECONO CUGINO &	5/12	5/12		03'12	Pomeriggio Uno A/Bonus		
R1	26/07/13	08:30	15	08:34	08:34			976	937		15	UNO MATTI	2/11	2/11		03'22	Uno Mattina/Bonus		
R1	26/07/13	13:25	15	13:28	13:24			2196	2097		15	DON MATTE TGI	10/11	10/11		03'43	R1 Ty Meridiana		
R1	26/07/13	14:05	15	14:13	14:11			1133	1112		15	TGI-ECONO CUGINO &	6/11	6/11		03'28	Pomeriggio Uno A/Bonus		
R1	26/07/13	18:15	15	18:36	18:34			1277	1306		15	ESTATE IN	6/11	6/11		03'22	Pomeriggio Uno B/Bonus		
R1	27/07/13	14:05	15	14:06	14:04			1818	1864		15	DORCICANG LINEA BLU	7/ 8	7/ 8		03'07	R1 Linea Blu		
R1	27/07/13	18:45	15	18:42	18:41			948	966		15	VI NO CER REAZIONE	5/11	5/11	VODAFONE SPECIAL	03'17	Primavera Uno Quiz Inizio/		
R1	28/07/13	12:15	15	12:02	11:58			1522	1560		15	A SUA IMM LINEA VER	13/13	13/13	VODAFONE SPECIAL	03'20	Linea Verde A		
R1	29/07/13	12:50	15	12:48	12:47			1986	1991		15	DON MATTE	4/10	4/10		03'49	Meridiana Uno/Bonus		
R1	29/07/13	13:25	15	13:28	13:24			2472	2335		15	DON MATTE TGI	10/10	10/10		03'54	R1 Ty Meridiana		
R1	30/07/13	08:30	15	08:37	08:35			1090	997		15	UNO MATTI	8/ 8	8/ 8		02'16	Uno Mattina/Bonus		
R1	30/07/13	13:25	15	13:27	13:25			2217	2175		15	DON MATTE TGI	8/11	8/11		03'30	R1 Ty Meridiana		
R1	30/07/13	14:25	15	14:36	14:36			1021	1030		15	CUGINO &	2/ 6	2/ 6		02'49	Pomeriggio Uno A/Bonus		
R1	31/07/13	14:25	15	14:38	14:35			942	974		15	CUGINO &	8/ 9	8/ 9		03'21	Pomeriggio Uno A/Bonus		
R1	01/08/13	17:50	15	17:56	17:54			1229	1242		15	ESTATE IN	9/ 9	9/ 9		02'32	Pomeriggio Uno B/Bonus		
R1	02/08/13	17:50	15	23:24	23:22	17:54	CF	1250	1291	996	15	FUORICLAS TGI 60 SE	6/ 9	6/ 9		03'12	Pomeriggio Uno B/Bonus	Sera Uno A	
R1	02/08/13	18:45	15	18:41	18:40			1089	1155		15	REAZIONE	3/10	3/10	TIM X TE//SMARTPHO	03'02	Primavera Uno Quiz Inizio/		
R1	03/08/13	14:25	15	14:53	14:52			2036	2042	1947	15	LINEA BLU	4/11	4/11		03'25	R1 Linea Blu		
R1	03/08/13	19:20	15	19:16	19:15			2081	2049		15	REAZIONE	4/ 5	4/ 5		01'17	Primavera Uno Quiz		
R2	22/07/13	12:30	15	12:31	12:29			1026	1027		15	LA NOSTRA	5/10	5/10		03'19	Intervallo Mezzogiorno Due		
R2	22/07/13	12:55	15	12:55	12:54			1286	1473		15	LA NOSTRA TGI	4/11	4/11		03'16	R2 Ty Meridiana		
R2	22/07/13	16:30	15	16:28	16:27			539	546		15	ARMY WIFE	6/ 9	6/ 9		03'17	Pomeriggio Due/Bonus		
R2	23/07/13	11:35	15	11:35	11:33			296	297		15	IL NOSTRO	6/12	6/12		03'30	Mezzogiorno Due/Bonus		
R2	24/07/13	12:55	15	12:56	12:54			1488	1471		15	LA NOSTRA TGI	6/11	6/11		03'20	R2 Ty Meridiana		
R2	24/07/13	16:30	15	16:32	16:29			632	628		15	ARMY WIFE	9/11	9/11		03'21	Pomeriggio Due/Bonus		
R2	24/07/13	18:55	15	18:48	18:48			469	485		15	METED 2 SENZA TRA	2/ 9	2/ 9		02'27	Primavera Due/Bonus		
R2	25/07/13	14:00	15	14:01	14:01			613	556		15	TGI-MEDIC DIVISTO D	3/11	3/11		03'19	Tuttomeridiana Due/Bonus		
R2	26/07/13	11:35	15	11:35	11:32			414	401		15	IL NOSTRO	8/10	8/10		03'17	Mezzogiorno Due/Bonus		
R2	26/07/13	18:55	15	18:48	18:48			449	438		15	TGI SENZA TRA	1/11	1/11	VODAFONE SPECIAL	03'24	Primavera Due/Bonus		
R2	27/07/13	12:30	15	12:27	12:27			940	954		15	LA NOSTRA	2/11	2/11		03'30	Intervallo Mezzogiorno Due		
R2	29/07/13	11:35	15	11:35	11:34			399	422		15	IL NOSTRO	2/10	2/10		03'40	Mezzogiorno Due/Bonus		

- * - Il dato appare nella colonna solo se il break piu' vicino al pianificato non e' quello di uscita
- ** - \$ indica che il break e' stato attribuito alla fascia per la tolleranza del +-16" come da listino pubblicitaria
- # - Il simbolo nella colonna 'durata' evidenzia una diversita' di durate superiore a 5''
- *** - Durata del break al netto di IA e promos
- ****- Ora di inizio del break al netto di IA e promos



8. Post-evaluation

After the campaign is published or broadcast

1. Check that the commercial was **broadcasted at the agreed day and time** (or that the print ad was published on the decided issue and dot the negotiated position)
2. Check that we got the **expected TV GRP's** (for Radio and Press the GRP's are the same –estimated– ones from the Radio TER and Audipress interviews)



E.g. TV media plan post-evaluation

DESCRIZIONE	OBIETTIVO		PREVISIONE		CONSUNTIVO		VARIAZIONE	
	cliente	%		%				
N° spot			545	100%	545	100%		
N° spot >6 GRP's (Heavy) **			92	16,9%	79	14%	-13	-14%
N° spot prime time ** (20,30-22,30)			109	20%	109	20%	0	0%
GRP's TOTALE		1.400	1.718,6	100%	1.683,6	100%	-35	-2%
GRP's 30"		800	1.246,1	73%	1.214,3	72%	-32	-3%
GRP's 15"		300	472,5	27%	469,3	28%	-3	-1%
GRP's 1° sett.		700	760,4	44%	775,0	46%	15	2%
GRP's 2° sett.		700	958,2	56%	909,0	54%	-49	-5%
copertura			94,1		93,6		-1	
frequenza			17,4		17,3		0	
5+ OTS (Copertura)			81,8%		80,8%			
50% Cop.			+14		+14			
GRP's SIPRA			635,6	37%	635,5	38%	0	0%
GRP's PUBLITALIA			1.083,0	63%	1.048,0	62%	-35	-3%
Heavy GRP's (>6 GRP's) **			786,1	46%	704,9	42%	-81	-10%
GRP's Prime Time (20,30-22,30)			744,1	43%	727,7	43%	-16	-2,2%
GRP's control target 18-54			1.429,0		1.428,4		-0,6	0%



8. Post-evaluation

After the campaign is published or broadcast

1. Check that the commercial was **broadcasted at the agreed day and time** (or that the print ad was published on the decided issue and dot the negotiated position)
2. Check that we got the **expected TV GRP's**
3. Verify the **advertising results**
 - **Cognitive goals** (awareness)
 - **Affective** (preference, goodwill)
 - **Conative** (actions like phone calls, website visits, purchases, etc.)

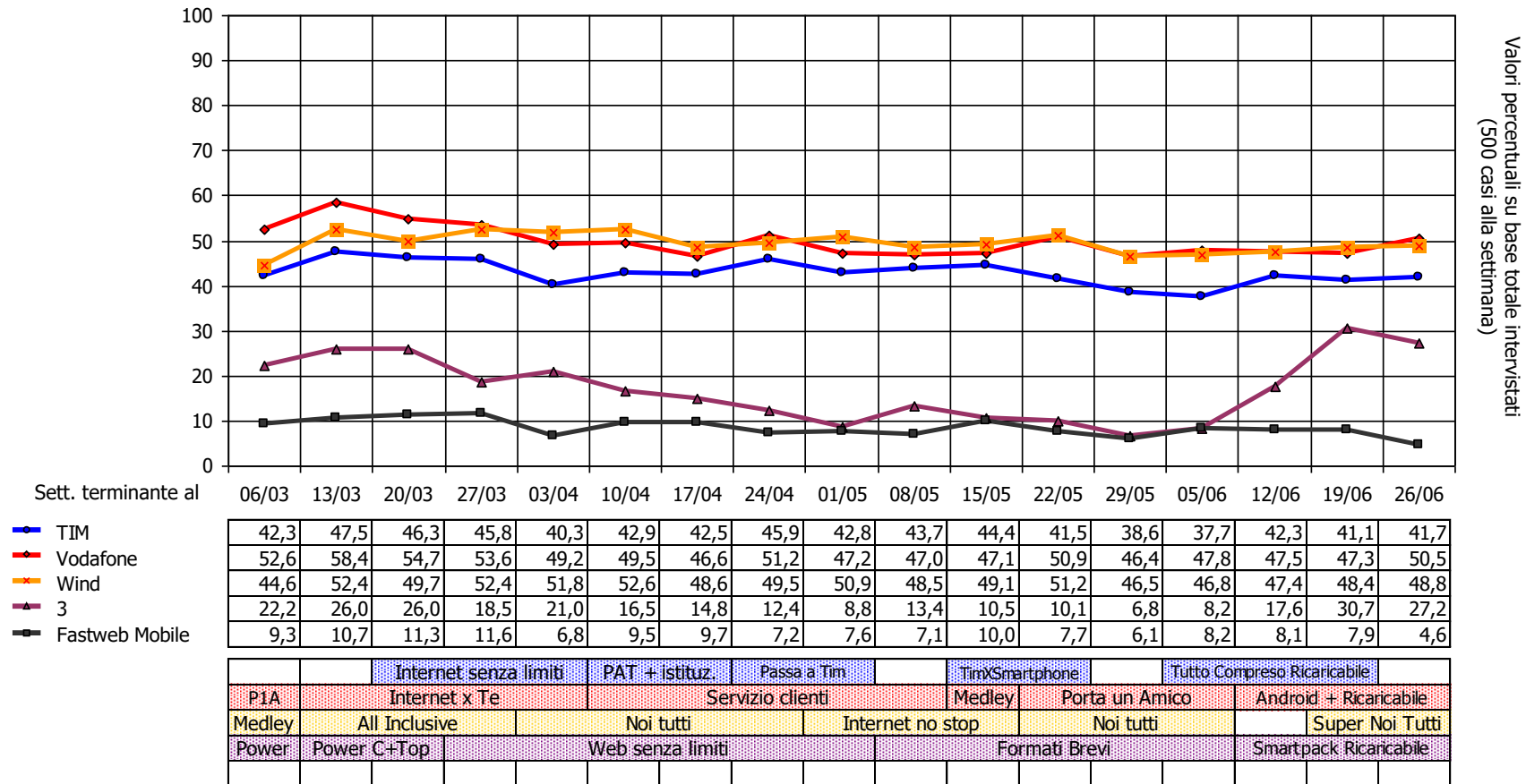
Cognitive objectives: e.g. advertising awareness

GfK Group Custom Research STP Telefonía Mobile 3 aprile 2020

Conoscenza totale della pubblicità (spontanea + aiutata)

“Di quali aziende che gestiscono reti di Telefonía Mobile lei ricorda di aver visto la pubblicità in televisione, alla radio, su giornali, su periodici, su manifesti?”
 “Lei ricorda di aver visto, sentito, letto negli ultimi tempi in televisione, alla radio, su giornali, su periodici, su manifesti la pubblicità di ... ?”

14



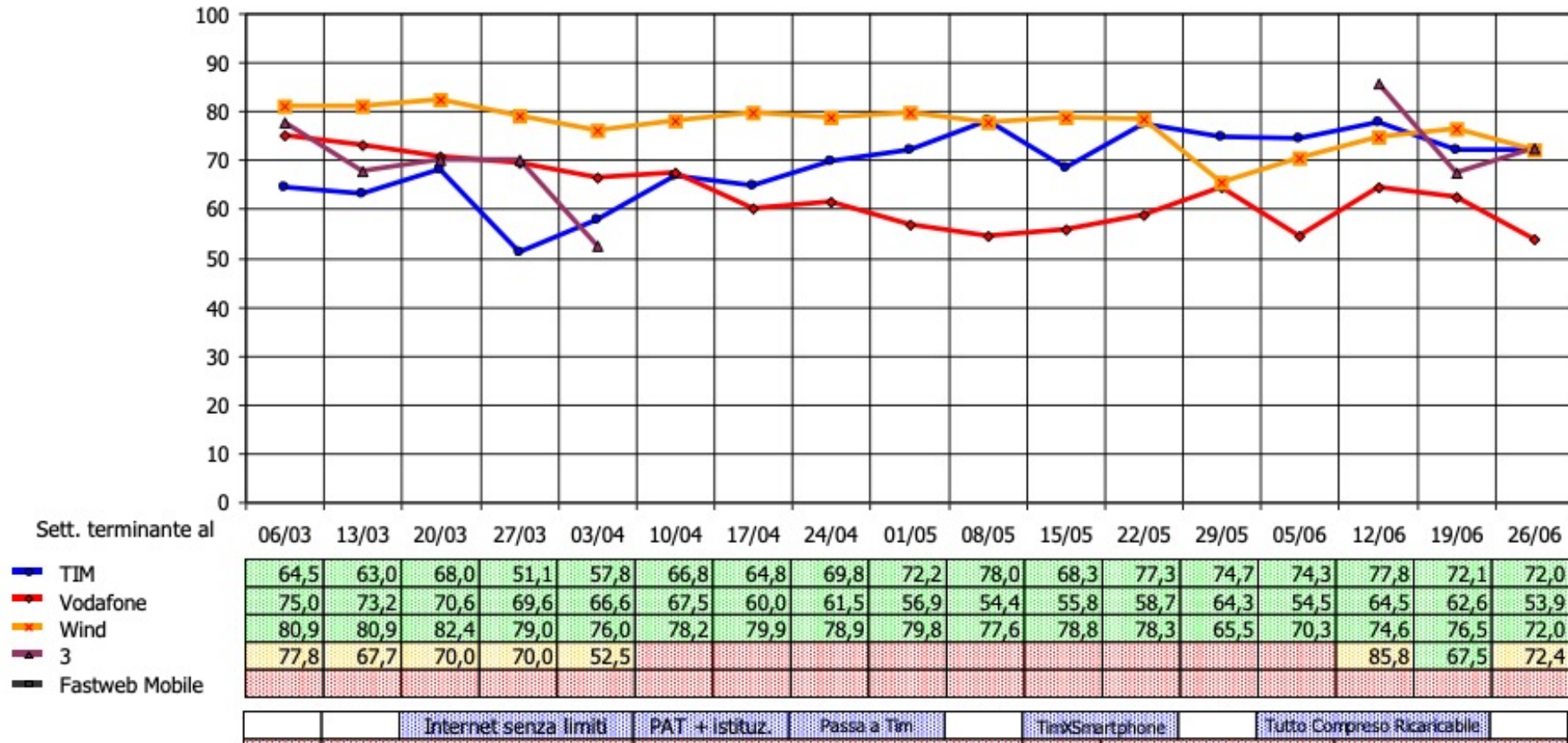
E.g. Advertising liking (much or very much)

GfK Group	Custom Research	STP Telefonía Mobile	Date
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Gradimento della pubblicità: "molto + abbastanza" 2011

"Le è piaciuta questa pubblicità? Quanto?"

27



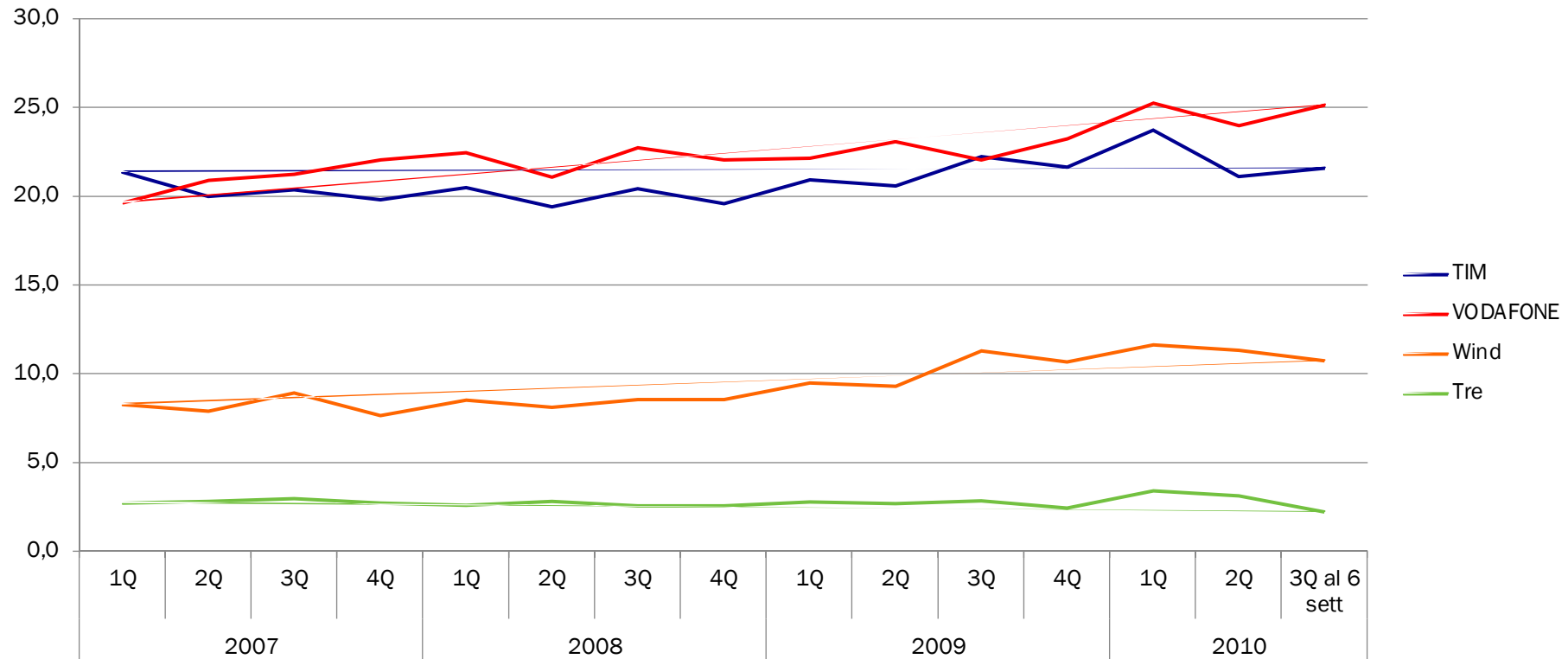
Valori percentuali su base "ricordano almeno un elemento attinente alla pubblicità del gestore."



Affective objectives: e.g. **propensity toward a brand**

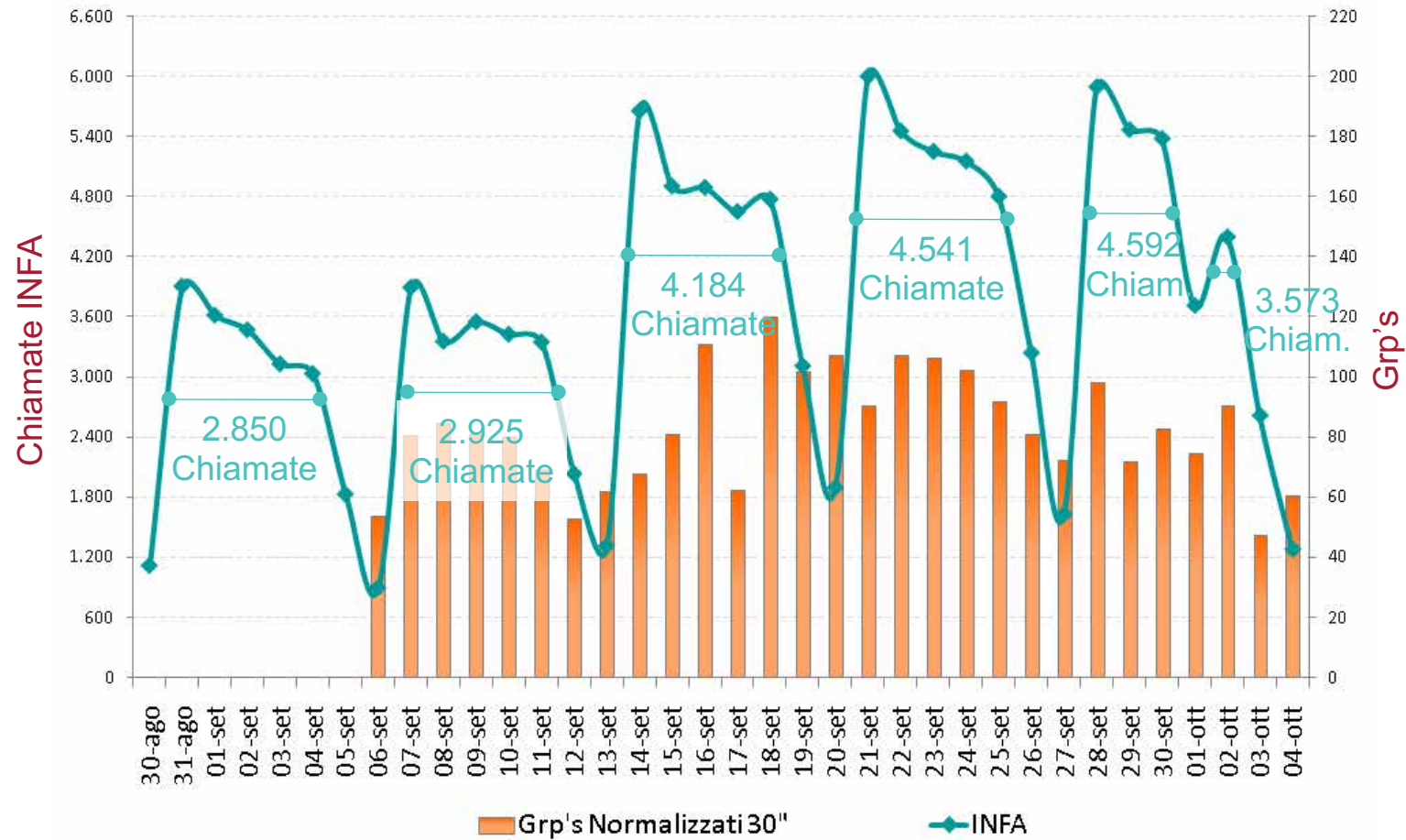
In the next future I'll buy this brand

Propensione sicuramente sì






Conative objectives (e.g. calls Vs GRP's)







And now let's play





12_Media_planning_process

7 Questions

 stellaromagnoli 

Sources

- The media handbook – Helen Katz – 2017
- Media planning & buying in the 21st century – Ronald Geskey – 2017