Internship Report

On

"Challenges and Opportunities of a Media Planner"

Guided by

Asiatic Mindshare Ltd

BRAC UNIVERSITY

Inspiring Excellence

Submitted to:

Ms. Asphia Habib
Lecturer III
BRAC Business School
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Date of Submission: 2nd May 2017

Letter of Transmittal

Date: 2nd May, 2017

Ms. Asphia Habib
Lecturer III
BRAC Business School,
BRAC University,
Dhaka.

Subject: Submission of Internship Report.

Dear Madam,

I am pleased to submit hereby the Internship report of **"Challenges and Opportunities of a Media Planner"** for your kind evaluation. To prepare this report, I have given my best effort to prepare a fruitful study.

This report attempts to describe my observations, learning during the internship period. I made sincere efforts to study related materials, documents and literature review and operational systems of Asiatic Mindshare Ltd. And examine relevant information for preparation of the Internship project as comprehensive and informative as possible within the time allowed for me. Due to various constraints there may be loopholes for which I beg your apology.

I would be glad if you accept the report and humbly requesting to consider limitations with a soft view due to my limitations that oblige thereby.

With best regards,
Syed Helaluddin Ahmed

Letter of Transmittal

Date: 19th April, 2017

House-47, Road-27, Block- A
Millennium Castle,
Banani,
Dhaka- 1213.

Subject: Completion of Internship program of spring'17.

Dear Madam,

This is to acknowledge that Syed Helaluddin Ahmed internship candidate of BRAC University for Spring'17 ID-13104030 has successfully completed his internship program under Asiatic Mindshare Ltd commencing from 3rd Jan 2017 to 18th Apr 2017 as per our instruction and under our supervision

We wish him best for his future endeavours.

Line Manager,
Asiatic Mindshare Ltd

Acknowledgement

I have taken efforts in this project. However, it would not be possible without the kind support and help of many individuals of Asiatic Mindshare Ltd. I would like to extend my sincere thanks to all of them.

I am highly indebted to Asiatic Mindshare Ltd for their guidance and constant supervision as well as for providing necessary information regarding this project and also support in completing the project.

I would like to express my sincere gratitude to my parents and members of Asiatic Mindshare Ltd for their kind consideration and encouragement which helped me in completion of the project.

My thanks and appreciation also goes to my colleagues in developing the project and people who have willingly helped me with their abilities.

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Executive Summary

This report provides an overall analysis of the challenges and opportunities of a media planner in light of Asiatic Mindshare Ltd. Commencing the study with the background of the organization highlighting the nature of organization, offerings served by the company, business operations with key clients, best works and recognition received from global and local spectrum.

At first the project is introduced with definition of media planning with respect to the problem statement that called the need for study. The purpose of the project is not only the successful completion of internship curriculum but also to illuminate prospective reader with the idea to bridge the connection how modernization is affecting the consumer psychology. And that change in psychology demanding personalization of the strategy of a media planner with respect to all media. The main highlight of the report is both literature review and findings from practical field creates the base that these challenges of media planning are pressing issues and also demonstrates that the findings by researcher as derived from literature review proves a significant match to that of practical experience. The report also illustrates various opportunities a media planner is exposed with real life experience. Some solutions to media planner challenge are infused in the report from researcher of Journal of Brand Management.

1. Organization Part

This section is segmented into two main parts. The first part highlights Asiatic Mindshare as a globally successful media agency since its birth. While the second segment illustrates Asian Pacific wing of Asiatic Mindshare Bangladesh as a one of the significant contributors to their merit list since June 2001.

1.1 Mindshare Global

1.1.1 Nature and Type

As derived from the official video clip of Mindshare (2015) they accelerated their journey as house of media from 1997 to 21st century as full service agency. Their approach is to constantly evolve with creativity. Putting theory into practice they coined the term 'Adaptive Marketing' – the innovative thinking and creativity to step ahead of competition. With the advent of WPP, Mindshare with their dynamic culture became an open source and first truly global network. On a Global platform Mindshare Global is a service provider to giant ventures like Unilever, Glaxo Smith Kline, HSBC and many more. The company blends their service to serve all media related solutions and execute all the media related decisions. They integrate to create innovative ideas from original thinking preserving speed, provocation and teamwork as the DNA of Mindshare. Mindshare beliefs there are no end to media, so as long as there is media there is Mindshare at the heart of media.

1.1.2 Product and Services

Mindshare Global with Group M itself provides a one stop media solution to their clients-crafting all the thinkable facilities. They offer from trading and services, media planning and buying, strategy, and creative and digital solutions. All these are executed with automation process and transparency so that clients can make maximum reach out of their investment overcoming the resource constraints. Evolving from the conventional service they provide innovative placement of campaign and customize the branded content to ensure brand exposure.

1.1.3 Business Operation and Key Clients

Mindshare Bangladesh has stretched wings from their host Mindshare Global. As business operation of Mindshare took birth from their host we will look back at their business operation. Mindshare encircles their organization with speed, teamwork and provocation-very DNA of Mindshare. Mindshare Global is an open source and it is the first truly global network. Mindshare Global serves their client in most prominent parts of the world- Latin America, Asia Pacific, North America and Europe, Middle East and Africa (EMEA). On their journey to Global success they served Global giants like America Express, Dyson, HSBC, Ford, IBM, IHG, LG Electronics, Nestle and many more.

1.1.5 Best Works

According to the website of Mindshare Global (2015) the show reel and content broadcasts their works with some of the world's premium brands. Few are illustrated as follows- Jaguar Land Rover, The Audition (USA), Ben & Jeny's Cookie Dough on the go (Denmark), Diesel Decoded (World Wide), National Trust- Love the Coast (UK), Brooke Bond Red Label- 6 Pack Band (India), Ford- Rally cross (World Wide), Sunsilk- Where is the Shampoo? (Malaysia), Unilever- Community in Manilla (Philippines), HSBC- World is my Oyster (World Wide), Loreal- Lancome Movie Week and KFC- League of Legends. Lastly BBVA- the mute performance scheduled in Peru.

1.1.4 Recognition.

Mindshare have spotted there mark with milestone of achievements with 696 awards in total (globally). Of which 42 Effie Awards from 15 countries, 38 Cannes Lions from 10 Countries, 30 Festivals of Media Awards from 12 Countries. Nonetheless, 43 Agency of the year wins, 403 Awards in APAC, 260 in EMEA, 12 in Latin America and 20 awards in North America. Mindshare carved their names as the media agency of the year in Austria, Bangladesh, China, India, Indonesia, Italy, Japan, Malaysia, Pakistan, Portugal, Singapore, Sri Lanka, Thailand, Turkey, UK and Vietnam.

1.2 Mindshare Bangladesh

1.2.1 Nature and Type

Asiatic Mindshare Bangladesh- a prominent concern of Mindshare Global has been one of the most important contributors in local media scenario and investment in client media since its birth. It is an enterprise that adheres in complete media planning, buying and research. In order to navigate from bombardment of mass media the enterprise distinguishes itself from competitors by encouraging and preserving creativity, logical reasoning and added with smart buying power.

1.2.2 Product and Services

As per the above discussion this enterprise is a service providing platform offering range of services to their clients. Services are segmented in four broad departments- planning, buying, outdoor and digital services. It offers clinets to various research data to comprehend the dynamic behaviour of target groups so that investment is optimized. Planning addresses to place spots in peak hours and blend with off peak hours to ensure best possible viewership (GRP). Mindshare provides one stop media solution with crafted facilities as per clients needs. Apart from trading and services, media plans and buying, strategy, creative and digital solutions with process of automation and transparency to justify the budget of clients exhibiting maximum reach (Shahriyar, 2017).

1.2.3 Business Operation and Key Clients

Business Operation of Mindshare Bangladesh is one of the Asian Pacific region in which they operate. Operation of Group M commenced in June 2001 with Mindshare. Shahriyar (2017) on his report on *Daily Star* highlighted that Mindshare evolved dealing with some major brands of Unilever and with consistent success they navigated to become the largest media planning, buying and research company in the country. Currently they accommodate 58 percent market share being the number one media agency. Group M is dealing with major international clients that are operated by Mindshare including Unilever, GSK, Pepsi, HSBC and Grameen Phone. Local clients include bKash, BRAC etc. Mindshare- Group M concern, has a diverse portfolio of clients with full-proof process to deal automation, from planning to billing. Business operation always comes with a challenge lack of credible data and employee retention has been major a challenge but the solid foundation and dynamic approach defines their success over time. Business operation of Mindshare is accommodated by the assistance of software such as Schedule maker which proves to be very helpful in planning schedules in an automated form permuting and effectively combine factors of channel reach, program performance (viewership pattern) and genre weight-age. More recently spot planner has been introduced to ease the operational planning. Spot planner takes the basket of programs with respected TVR, Budget and plans for the assigned time frame. But due to due some sort of discrepancy planners need to make relevant amendments.

1.2.4 Best Works

In terms of radio remarkable achievement is portrayed with Airtel Bangladesh. It turned out to be intensely challenged in this mobile operator industry where youths are the market leader. Thus, with a view to navigate from the clutter and portray Airtel as young and vibrant brand was quite challenging. This challenge instigated to initiate an idea knotted to radio taking into account the target group and media habit. Aligning with brand tagline of Airtel- "Closer to what you love", mindshare proposed the brand launch day as "love day". In order to promote the day mindshare came up the idea to place road block on 3 best FM stations of the country. To intensify the promotion massive teaser campaign took place on 3 finest stations of the country that reinforced youth to make queries about "love day". This created word-of-mouth throughout metro city. On airing day all other form of communication on those stations were dropped. Relative to these minivans with branded content designed with "airtel love stations". These love

stations travelled all around the city gathering youth from 17 major metro cities of the country to share their experiences on FM station that was live. The event day was triggered by youth dedicating songs, quotes and wishes to their loved ones. The result was rewarded as the campaign became 'Talk of the Town' by increasing Airtel customer base by 7% within 15 days- the historical achievement since their inception. To add on to the portfolio of remarkable recognition 'Horlicks Exam Campaign' played a significant role. The campaign comes with a challenge because Horlicks being the flagship brand is the leading among Health Food Drinks (Source: Nielsen Bangladesh) was only 9.8% in household penetration despite the demand for nutritional drinks. In such a challenging circumstance Horlicks needed to ensure concrete presence in consumers mind. The campaign began their journey with the objective to grow the market for Horlicks using a strong platform so that the brand gets engraved into minds of consumer and help them recall. According to the National Media Survey (2010) it is estimated that 4.5 million people reads Prothom Alo. This partnership of Horlicks with Prothom Alo made the campaign fruitful by enhancing brand value and soared significant reach across demographics and psychographics and finally resulted in 33% increase in sales since 2009 to 2010. Among the most successful campaign 'Kache Asar Golpo' was the most notable one that resulted in 35000 Facebook fan user became facebook fan of the campaign (5% of total Facebook fan user). In total, 32000 stories were received the campaign period in 3 weeks. All three dramas related to the campaign reached 4+ TRP's instead of regular TRP of 0.65 of that slot (Source: Asiatic Mindshare Website).

1.2.5 Recognition

Mindshare Bangladesh on their successful journey was recognized with awards in variant categories. Mindshare Bangladesh have imprinted their name as the media agency in the following categories with respect to specific brand and highlighted campaign:

Year	Awards Type	Category/Campaign
2014	Rest of South Asia	Digital Agency
2015	Rest of South Asia	Agency of the year
2016	Rest of South Asia	Digital Agency of the year
2016	Rest of South Asia	Digital Agency
N/A	Rest of South Asia	Digital Agency of the year
N/A	Grand Prix	Best use of campaign: Close up Kache Asar Golpo
N/A	Grand Prix	Promotional Campaign of Lux with Deepika Padukone
N/A	Grand Prix	Mobile Marketing: Fair & Lovely- Wake up Mind Call
N/A	Grand Prix	Effective use of Media: Tressemme
N/A	Gold	Women Dove Beautiful
N/A	Gold	Knorr Tasty and Healthy
N/A	Gold	Ponds- My second honeymoon
N/A	Gold	Unique Channel take over by Deepika
N/A	Silver	Sensodyne Launch
N/A	Silver	Best use of Digital Media: Deepika Brings back fragrance in Lux
N/A	Silver	Effective use of media: Knorr Noodles

Source: Mindshare Bangladesh, 2017

2. Project Part

2.1 Introduction of the project

Kantar Media (2013) one of the globally leading in class data provider and client services defines media planning as the role that entails finding the most appropriate media platform to advertise clients products or services. The role of media planner extends to reach the right audience at the right time with right message in a view to generate desired response within the defined budget. The dynamic world of media makes the role of media planners intensely challenged at every stage. This report discovers few challenges and opportunities media planners face during the execution of their responsibility. This study is matched with practical experiences backed by various articles published to create a bridge among literature review and the real world scenario. Media planning process is complex construction of sequential process from briefing by client to planning and finally the activation. Each step is a complex mixture; this report emphasizes the numerous challenges media planners face during the planning phase. The report also discusses the opportunities a media planner is exposed to. This report is a blend of literature review and findings during the course of work as trainee media executive (planning).
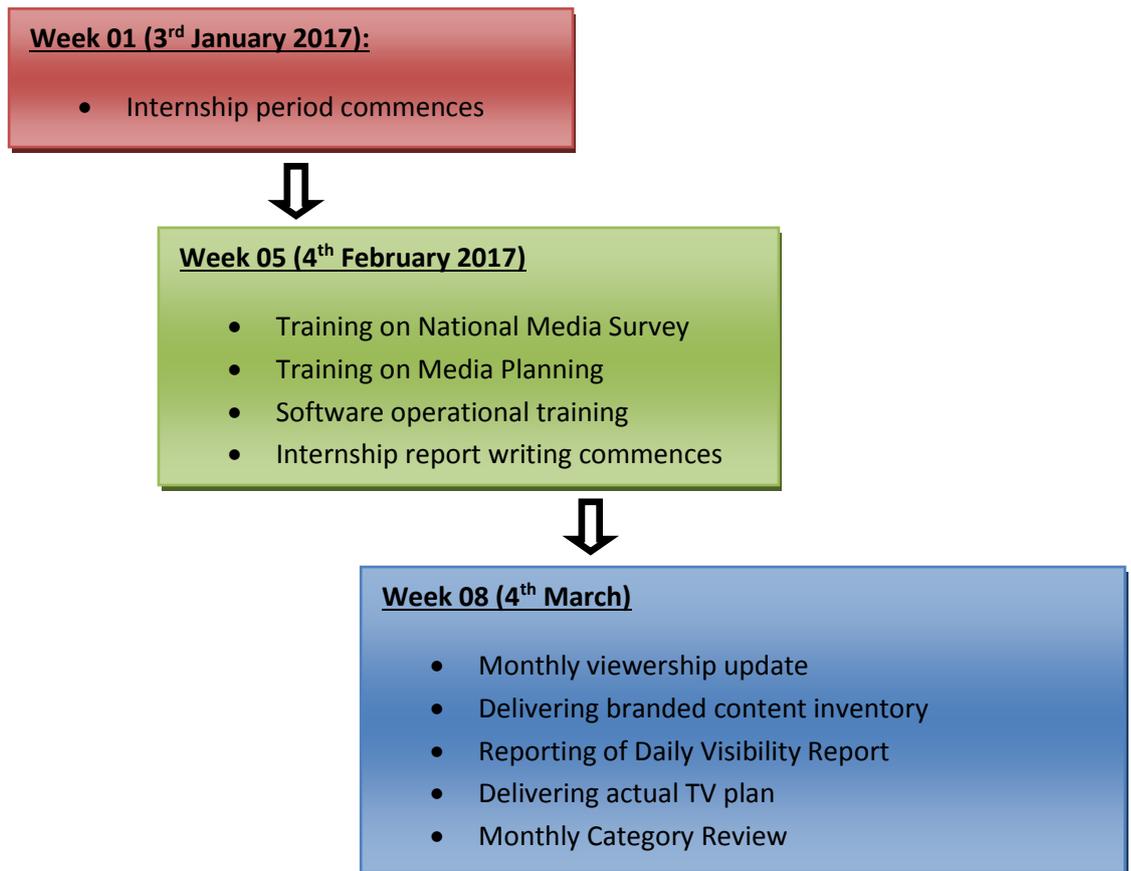
2.2 Problem Statement

Being appointed as the trainee media executive it was observed that media planning is bounded by variant of constraint from client end as well as from other ends. These challenges persist long before as discovered and highlighted by Abratt and Cowan (1999). The challenge was illustrated and examined in theoretical framework by Larry et al (2015) in his book of Advertising. More challenges aligning to practical scenario from website of MediaCom- leading media agency, was pointed and Canon (2001) in his article published in Journal of Interactive Advertising made it transparent that this issues need to appraised.

2.3 Purposes of the project

The purpose of the project is to illuminate prospective reader with the idea to bridge the connection how modernization is affecting the consumer psychology. This change in psychology is demanding personalization of the strategy of a media planner in planning with respect to all media. With growing challenges of media planning some important insights has been introduced to ease the planning process and underline the challenges as illustrated in this study. This also highlights how the mechanism of a media planning strategy may change over time.

2.4 Timeline

Week 01 (3rd January 2017):

- Internship period commences

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Week 05 (4th February 2017)

- Training on National Media Survey
- Training on Media Planning
- Software operational training
- Internship report writing commences

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Week 08 (4th March)

- Monthly viewership update
- Delivering branded content inventory
- Reporting of Daily Visibility Report
- Delivering actual TV plan
- Monthly Category Review

2.5 Limitations

The results of the literature reviews are accounted with few limitations such as media planning challenges to some extent changes in due course of time. Few challenges that pertained years before may have been replaced with more major concerns and all the challenge is not covered in this study. This study is confined with challenges and opportunities of a media planner of a specific media agency but challenges may vary from one agency to another agency. It does not by any means define specific client or industry related challenges and opportunities. The challenges discussed sourced from literature review and discussion with few media executive gives a limited scope for study, including interactions with more expert panels might have enlightened us with more issues central to attention. The scope of the study is limited time due to internship defined time period further time may have unveiled more pressing issue requiring attention. The report contains a major loophole in terms that the study was not country specific it was general, thus country specific challenge is ignored in the study. In order to maintain confidentiality of client's real life examples is avoided and sample of actual plans could not be provided. It is also for the sake of confidentiality that the software elaborate discussion is overlooked.

2.6 The Literature Review

Larry et al (2015) in their book *Advertising Media Planning: A Brand Management Approach* have illustrated the definition of media planning and the challenge confronted by media planner in due course of time. As the book illustrates the term 'brand communication' is constructed by two main pillars. Firstly, content-the message or information brands wants to convey to their target consumers. Secondly, contact- that is the bridge to minimize the communication between the audience and brand delivering the intended message. Thus, *Media planning* is blending the communication in a way to establish that connection. The book further illustrates, that making that connection is significantly important for the growth of that brand. Hence, effective media planning plays a significant role. Authors reflect media planning as the bridge between consumers and producers by stressing the four classics- product, price, place and promotion. Communication is a capstone of promotion and media planning the heart of integrated communication. Challenge of a media planner disguises as the conventional role evolves to communication planner. Conventional role of a media planner was to connect the target group to the intended message of the brand. This role with some limitations transformed the role of a planner instead of just to plan for the media. In the era of growing and dynamic media channels, giving priority to all the brand touch points becomes crucial. So this is a challenge for a media planner. Study by Larry et al (2015), reflects the evolution tabulated in the book in four shifts justifies the extent to which role of media planner exigent needs to be addressed. *Firstly,* the transformation from advertising support to overall support. *Secondly,* reaching versus influencing- it is not only concerned about reaching to the right target group but also to comprehend how the action of a planner will influence them. *Thirdly,* the move from multimedia (all in one strategy) to multi channels (allocating in different medium live television, radio, press and social media). *Fourth,* incorporate advertising units in responsive multi-platform content. As portrayed by Abratt and Cowan (1999) media planning is a complex process confronted by media planners as daily challenge stipulated by compatibility with marketing manager's brief to planners. The article exhibits media planning process as alarming due to intricate blend of advertising trend, the assortment of rational alternatives bounded by the economic outcomes (Dyer, Forman and Mustapha, 1992) of the decision undertaken. Media planners are challenged to communicate with larger groups, yet increasingly fragmented audience such as buyer team, outdoor team and target group research team. The challenge that is of a major concern as marketing and personalized media demands for a perfect match with reasonable sophisticated information inputs. The challenge of a media planner is even more intensified as the limitation of the media selection model explains competition for computation efficiency, reach and frequency maximization, omission of marketing factors, curtailed scope of media and dependence on syndicated audience research data. The critical attitude towards marketing operations makes it a complex area to ensure advertising objectives with respect to budget constraint. Canon (2001) in his article published on Journal of Interactive Advertising has highlighted many aspects on how to combat the new media using conventional media planning as the strongest tool. Canon (2001) identified that media is proliferating quicker than the sources available to measure the data. Author emphasises that due to the advent new media the challenge to media planning has become growing concern. The author also focuses that conventional media planning is the best mechanism to tackle media planning because internet represents only one aspect of emerging interactive media. So the background of the literature review suggests the transformation from above the line communication (ATL) to below the line communication (BTL) is a challenge for a media planner. The article pointed few notable obstacles that come on the way of a media planner during planning and changes that took place in media behaviour due to the advent of internet stipulating use of social media. *Media integration* disguises as a major challenge confronted by media planners, it embraces that there is no common standards to evaluate different media types and this issue has become more alarming in due course of time. It also highlights that popularization of integrative marketing communication (IMC) acting as pressurizing agent for

planners to schedule plans in an integrative way. *Media expenditure* by clients involves budget that is worth millions, considering the budget at stake more systematic and quantitative approach is preferred. Reference to Exhibit 2 of article the media planning process defines *media environment* with respect to consumer psychology, depending on the extent to which target group looking for information or at least receptive towards the information and their level of engagement towards the information exposed. As a media planner prioritizing *media vehicles* by cost effectiveness is crucial. Prioritizing is constrained firstly, by the measurement that is sometimes not available for every media class. *Secondly*, comparing diverse media such as outdoor posters and direct mail is very difficult to compare. One big challenge that media planner often face as suggested by Canon (2001) is adjusting the schedule to maximize frequency value. Duplicate exposure in varying media is highlighted as a problem that same audience is being exposed rather than new, creating different impacts. As modern day arrived challenges took a different shape according to the website of MediaCom (2017)-world's one of the leading media agency, articulated on their website that changes in consumer psychology had eroded the conventional way of watching televisions. Rather than watching with all together at a time family members have different schedule to watch programs. This trend makes media planning challenging as different brands needs to be planned in a way to address their specific target group. Marketing communications from Zabanga marketing (2017) has discussed modern day media challenges. *Inadequate information* makes planning extremely difficult; media planners often require more information than it is required. Some data are left unmeasured either due to cost consuming or they are difficult to measure. *Timing of measurement* is also non-negligible concern as specific times may overrate or underrate the viewership patterns. *Time pressures* are a binding to a fruitful plan because clients are at pace either due competition or as per management decision. The most superior technique to accelerate with media planning is the ability to forecast. If we consider China- being an Asian country, reflects that consumer pattern of media consumption vary with respect their income and region wise. Ciu and Liu (2000) study reveals that higher income is positively co-related to higher end media consumption such as television on South China (high income) compared to North (average income). On the other end, radio consumption showed opposing relation that is Central China having average income prefers radio more compared to East and South China. The researcher by this research portrayed that media planning in country may widely vary based on specific parts of the country, as their media consumption may greatly vary based on their lifestyle, income and other influential factors. The essence of simultaneous media usage existed but it was credibly proved by Joseph et al (2003) in his research article *Simultaneous Media Usage – A critical consumer orientation to media planning.* The findings of the article suggested substantial portion of respondent were exposed to multiple media at a point in time. As media planner studies the behavioural pattern of target group being exposed to multiple media might make reach and GRP difficult to obtain. As simultaneous media prevailed it undermines large portion of current market system, being defined as an isolated environment. The paper aims to media planner to rethink the altering behavioural pattern of 21st century. Some important findings also took shape as the research proceeds. Finding revealed that 32.7 % of males and 36.4% females regularly watched television when they go online. So, media planners are challenged in which media to focus more, as the audience deliver of concentration to a particular remains undisclosed. Few more notable findings highlighted that 23.8% of males and 29.1% of females regularly go online when they watch television. Adding on more to the list of results, 16.8% of males and 22.2% females regularly watch television when they read mails. A more transparent result communicated by the researcher exhibits occasionally, simultaneous media usage is included in excess of 50 % conveyed as being exposed to simultaneous media at a given time. Specifically 15.9% said not engaged in simultaneous media while 51.1 % said they paid attention to more one media at a time, leaving the 32.9% being equally attentive. During the commercial time activities of respondents were noted down as inferred- 15.3% regularly leave their room, 30.2% regularly mentally tune out, 30.1% watch without full attention, 30.8% were

found channel browsing and rest 32.4% talked with others. With consistent research Soberman (2005), disclosed that due to media fragmentation and diverse viewing habits the complexity to media planning is soaring. Strategies like, refined use of information added with quality and quantity of information parallel with growth of media vehicle are being used to combat the complexity tangled with media planning. Soberman (2005) in his research pointed that now we intend to serve a more narrow segment of consumers (specific TG) so the proportions to allocate media budgets among the strong followers and among those who prefers less becomes a dispute that needs to be dealt by media planners. We know in general television serves as the prime medium for mass media communication so any factors disrupting the effectiveness of television advertising is a significant challenge for present day media planners. Lakshaman and Basariya (2017) on their research identified few variables that hinder the effectiveness of advertisement and makes media planning a technical job to be accomplished. The constraints commences with the *purpose and ultimate objective* of advertisement. If the objective of the advertisement is to reap benefits of reach and frequency then television, newspaper is a superior option. Whereas, research finding by Lakshaman and Basariya (2017) shows that if timeliness is the objective then radio, newspaper and poster is more suitable medium. Therefore, it is portrayed that media planners need to analyze the objective of the advertisement and then plan accordingly. The *budget* not only limits company's desire to portray on a particular medium but also restricts the planners to put spots on media vehicles that might bring high return on investment. *Media availability* poses a great challenge to planners as any deviation or failure to execute spots as allocated demands for reconstruction of plans within that limited span of time. The objective also decides the pathway among reach and frequency. Reach is the objective of planners to make aware different individuals belonging to specific target group but frequency enhancement may be suitable for reminder purpose. Media planner's calls for being dynamic as the uncontrollable factors may call for instant change in media strategy. For example- If the regulatory body opposes bill board advertisement then that need to be shifted to television or other relevant media. So these factors sense a great challenge in the world of media planning, Lakshaman and Basariya (2017). Dars Consulting have seen the obstacles of a media planner from different lens and pointed out factors that are crucial to the study. Dars Consulting at the beginning of the discussion stated media planning as a 'complex engineering structure'. The reason is backed by complexity of *identifying contact representative* from target audience to strengthen the advertising effectiveness. *Media market knowledge* is an essential ingredient for fruitful plan. With *different media varying approaches* are undertaken considering each separate media demands for special style of communication. When the modern topic of 'conventional media' and 'new media' was at top of mind Dars Consulting inferred from survey that power of conventional media was superior compared to the modern media. Dars Consulting held responsible these as the root cause for making media planning a complex blend of structure. As noted down by Soberman (2005) in his illustration of *'Complexity of marketing today'* media fragmentation received significant priority as making modern marketing communication very perplexed and complicated. This witnesses the fact when media planner plan for TVC broad cast on television and radio they are confronted with the issue of media fragmentation and enlisting this as a challenge for media planner. Soberman (2005), in his study reflected that the data base use to deduce the consumer habit is huge in number as the marketers need to know which information to buy. When clients face such dilemma planners- who actually uses consumer information to plan for media guides them so planner goes under deep analysis for data they require. Latre (2007) in his research mentions that commercial advertising a crucial is undergoing massive alterations. It is even added by the author that traditional advertising is losing ground to viral marketing game, long form content and other 'new marketing'. So this changing behavioural pattern of viewership is a challenge to media planners. Traditional media where advertising expenditure is highest now shows a falling trend (Latre, 2007). The trends are evident as portrayed in the Appendix part with country wise data illustrating the erosion of traditional media with continual indication of

decline in media audience and advertising share. Dailies are losing ground, threatened by free newspapers and online news outlets. Whenever there is a development in cable and satellite television, terrestrial television arrives into a descending preference. By 2002, cable advertising spending in the USA was higher than in the networks. Their total advertising media share is just about 6.8% of the overall market. In the UK, paid television development has aggravated an even higher shrink for terrestrial television in the last decade, losing more than five share points in the overall advertising market. Only in Germany television share has grown. But we still lack separate figures for terrestrial television and cable, in a country with large cable penetration: 73.5% of Germans older than three have access to cable television. Terrestrial television is also trailing share to cable and satellite in Austria, another country where we do have separated figures and that it is also interesting because of its resemblance to the German market in certain aspects (see table 4). On the other side, radio and outdoor advertising tend to grow and even more clearly direct mail and the internet, even though actual figures for internet advertising are probably higher that those measured. In the EU-15 (see table 5), the 1994-2005 decade has seen a move back in print media share. Television has increased slightly because of deregulation of the road casting markets or increase in cable and satellite expenditures. Radio and outdoor remain stable with an inclination to improve, and internet has emerged as a significant player, confirming the trends clear in the largest markets. The assessments of these data and those in appendix shows in many parts of the world consumer are going in different directions. Latre (2007) also mentions and stresses there are no other way to plan in media that is consumed in a different way other than 'traditional media'. The author also gives an insight that traditional media is position where they need to be build stronger brands to differentiate them from free newspaper in Germany and France and Internet being the significant player in overall markets. Latre (2007) concludes that the advertising industry is undergoing a momentum change. The terrestrial television, radio, print are found to have deep influence in advertising supported media, by the contribution of disruption technology. If we take a closer look at the table of Appendix of media audience and share beginning with United States shows cable TV and internet is most dominating media habit with radio and outdoor while other media are on their way to be drive away. In case of UK the scenario is similar to United States with cable TV increasing in 4.1% and internet 8% over the decade of 1995 to 2005. Germany showed similar trends but with absence of cable TV so the television viewing has soared over the year indicated. However, Austria reflected a slightly different media audience habit casting that magazine has improved substituting the radio is undermined. European Union reflected the same results of Germany change in television increased less compared to Germany. All these altering habit points out that media planning is getting intensely challenging by the advent of robust change in advertising industry of media audience and advertising share, more elaborately tabulated on the appendix part of the report will give broader picture of country wise media share. The altering habits are no more confined media wise only, in terms of genre the habit are changing as consumer prefer platform to watch news unlike previous platforms. This is an important research by Schroder, Christian and Bent (2010) for media planners as planners when place spots in news expects good reach, frequency and GRP but if the platform is unknown then the plan may not deliver. As Bent et al. (2010) in their article tabulated the findings identified that internet news as top and text TV in the fourth place. Respondents when questioned about single most overview/depth news medium internet are parallel to television in terms of preference in case of overview. In case of depth news national newspaper ranked 1st and TV news receiving 2nd in rank, this gives planner an idea that viewership is expected quite to be high national newspaper and television so this revolutionizing habit has great influence to planner and indeed turns out to be a challenge for planners. Bent et al. (2010) summarizes when it comes to overview news after TV and internet, radio receives third most important priority. For depth news high ranking of TV is found with female bias and male with national dailies bias. Finally, when it comes to generalities about news media TV and internet news played vital role.

2.7 Methodology

This study was an exploratory research intended to highlight and explore the challenges of media planning faced by media executives of advertising agency. The study was supported by relevant articles from renowned journals to provide in depth insight regarding pressing issues associated to media planning. Apart from secondary resources the study is also blended with primary source of information-interactive informal discussion with experienced media executives of leading media agency of Dhaka City. Apart from those mentioned, sharing hands on practical experience also reflected the vital factors that makes media planning intensified with challenge on regular basis and doors that are open to media planners.

2.8 Findings and Conclusion

2.8.1 Findings

The challenge of a new media planner begins with the terminologies associated to media planning, examples include-GRP, CPRP, NMS, MX, TVR, TG. The biggest challenge of a media planner is to track the monthly change in viewership patterns for different target groups. By different target group we mean that one client may possess multiple brands say for example-GSK as a global giant owns Horlicks (with variants standard horlicks, junior holrlicks, mother horlicks, chocolate horlicks), Glaxose and Sensodyne each variant has different target groups. In order to get updated monthly television rating the software derives the new ratings that are taken in consideration when planning so each time a new plan is on the way updated data is mandatory and it is always a challenge due to time bindings and various inputs the software requires. When planning comes into play channel mix and prioritization is critical judgement planners gives a deep drive of research to make their portfolio of that specific target group. The role of program basket is very crucial to planning as the software makes draft plan by taking rates, TVR, programme details so any errors in there will be carried forward. The TVR of program basket is updated every month for every individual brand of every individual client by planners before plan is prepared. These are problems oriented in pre planning phase of TV plan. When planning is on board, planners are constrained with abundant factors. *Firstly*, the television rating of individual programs- the better television ratings the more spot is allotted provided it is not a one time show. Planners need to dump data to check the TVR of all the programs of a specific channel and then take a judgmental call for placing spot. *Secondly,* the duration of programs plays vital role in accommodating the number of spots planners can place for example- a bangla film mid break slot from 9 am to 6 pm opens the option to occupy 5 min but for an half an hour mid break news hardly 30 seconds to 50 seconds spots can be planned so it is the rational call of planners that makes it challenging. *Thirdly,* rates charged by different television channel are factor to consider as the budget disclosed by the client needs to be maintained. If we choose all the expensive channels that may exceed the defined budget or too low rates of channels may fail to utilize the investment. Planners face challenged when choosing between peak and off peak hours. Peak hours are considered when between 6 pm to 12 am and rest is considered as off peak. As peak hours are demanding it becomes difficult to place spots for more than one two minutes and also as they are treated premium slots. The skills of a planner comes into play when considering all these factors planner are able to maintain an acceptable range of cost per rating point (CPRP) whilst maintaining appropriate weight age assigned on individual media vehicle and optimizing the budget. All planning may not be aired some might go for implementation for

only for first or last week as per annual action plan. Every planner gives deep thought before a rational call but challenge is when spot drop is occurred due to special airing, at times channels cannot deliver all of them as a result they cannot air them. So each time a plan is made this challenge is kept in mind mitigate the loss GRP. Post planning phase is the evaluation for the effectiveness of the planning in terms of GRP, reach and frequency, used by dumping data from software. Practical experience also showed very general but crucial challenge towards media planning, when a new campaign arrives and plan is prepared before the recording is received the plan needs to be revised for that day and money is reallocated to other days. Clients dynamic brief makes media planning a complex such as a brief may be conveyed that certain defined proportion of budget of planning should be dedicated for prime program or non prime program. For example, for plan of BDT 8000000, spots in prime program should be 40% of total budget (BDT 3200000) and 60% on non-prime program (BDT 4800000).

The above illustration was based on the aspects of TV plan while the challenge of a radio plan contains a different dimension. The radio plan is challenged with availability of lots of media vehicles hence prioritizing the radio mix and placing spot becomes a challenge. So planning begins, by noting down the radio listenership intensity of station with respect to specific brand wise target group. Each time a plan is delivered the listenership intensity drives a great challenge to a media planner. The spot number in radio is also challenge to a planner because of the rates charged per minute as this may influence the CPRP to deviate from the target and interrupt the budget optimization. Although rate is a factor but putting into a station that has high listenership intensity is justified so it is a challenge to balance taking these factors into account. For a particular station the limit allocated for dedicating spots is also limited so optimizing the cost and listenership intensity within the specified time limitation is a challenge for media planners. It is also a noteworthy challenge to utilize the entire budget briefed by the clients and at times a great challenge as budget may be over utilized. Few interesting challenges crafted by clients the monthly calendar is sent to agency from regional base that calls for planning of individual product on an individual week of a particular month. For example- If Glaxo Smith Kline is a client in that case they might brief to plan for Sensodyne only for first week and last week of the month of April. This becomes quite challenging as the budget provided may be left underutilized.

L shape plan are another form of plan that is part of the television planning but a bit different one. L shape and pop up are those that are broadcasted in an L shape of television screen during any drama or news. The challenge of L shape plan is associated as rates charged as different channel has different L shape rates it is the same challenge to optimize plan within the defined budget. L shape has a usual tendency to air only in specific month or in special drama or news. So the as the length of L shape gets smaller it is a big challenge to plan in a way to gain maximum viewership. At the pre planning stage program wise analysis is done to deduce the television rating.

Branded content inventory is planned for TVC, pop-up, RDC and RJE. Branded content inventory has one single challenge-the duration allocated. For example a TVC allocated 480 seconds for a particular branded content such as holiday planners. In that case, if we have a three kinds of TVC with three different durations 20 seconds, 35 seconds and 40 seconds. And as per clinet brief if all of them continued. In those case spots are placed in a way that all the three TVC

is played as well with consistent weight-age, by not exceeding or under utilizing the time given. In the example following calculation behind one day plan for TVC:

TVC Duration	Spots	Spot wise Duration
20	5	100
35	4	140
40	6	240
Total Duration		480

The complexity of plan gets bigger with varying TVC duration. The pop-up although is very simple in terms of calculation but RDC and RJE (Radio plan) is intensely complex. The branded content is a challenge as multiple stations each offering fixed number of seconds for a day following which the plan is constructed. Hypothetically speaking there are 6 radio stations planner use for preparing content inventory they are radio foorti, radio today, radio abc, radio amar, radio shahdin and peoples radio. Secondly each offers different times to air branded content such radio foorti will air branded contents all days except weekends allocating 480 seconds, similarly radio abc gives 180 seconds, radio amar 300 seconds, radio shahdhin 360 seconds, peoples 240 seconds and radio today 240 seconds so keeping each of the data in mind makes plan challenge. With respect to this as per brief weight age on some special TVC at times is given more priority. This plan is simple as it is free from budget and rate constrain.

One common requirement from client end is the Daily ATL Visibility Report that requires synchronization and proper communication with planning team, buying, press and outdoor. The most intensely challenged part of the report regardless the content of the report is it must be submitted on daily basis to client sharp at 12pm this takes challenge in a different height. ATL Visibility Report is actually the next days in detail information of the campaign in television, radio, press, outdoor, branded content and cineplex. The challenge of the report is formulated when two month long campaign each with different versions of TVC and with three different special breaks tvc , radio and cineplex. In case of press, challenge is the information is presented both as campaign wise as well as based publication mentioning the size and position of newspaper. However, it takes a great deal of efforts to combat the challenge as any amendments in plans or plan revision the report must be updated. The report is treated with high priority as head of marketing take references from this for discussions.

Inferring from the above discussion it is deduced that challenge is no more confined with planning itself but the apparatus of planning e.g software, is an operational challenge. To begin with spot planner is common software used to deliver a schedule. The software's limitation is a challenge to media planner. So, firstly we began with the problem of spot planner that does not accept the name of few channels so each time the program basket is loaded in the software those amendments needs to be made. The research data software requires a step wise update every month to unlock the recent day parts and make the most recent data available.

If we look into the appendix part of the report, the diagram of the media planning life cycle reflects the complexity involved in the process infused with number of variables taken into

consideration for the construction of a media plan. As the figure explains the cycle begins with background input that is formulated with research, consumer, product, marketing analysis and competition. Marketing mix, promotion and channel of distribution, adhere the process. Objectives of organization, advertising and media take the process into the most important step of Strategies. Strategies create a connection with media mix and target market definition calling for Tactics. Tactics are taken to the audience to assess the marketing impact in terms of positive, negative and neutral response. This is then measured to derive the advertising effectiveness evaluating the media plan efficacy. Although the process is shortened for ease of understanding but the back end work involves various factors that is needed to be dealt with. Share of Voice (SOV) is an important assessment criteria when preparing monthly review for clients broadcasting the amount of investment made for advertising of that specific industry and also showing the Share of Expenditure (SOE) and it's return with respect to competitor. Brand Development Index (BDI) helps brand to measure their performance as a specific brand and Category Development Index (CDI) measure the brands performace in that industry specific such as Horlicks as Health Food and Drinks (HFD) and Drinks category, Glaxose in terms of Instant Powder Drink (IPD) category and Sensodyne as Oral Health Care (OHC) category. If we refer back to the appendix part of the chart we observe Larry et al (2015) in his book *Advertising: Media planning a brand management approach* showcased the simultaneous media consumption of 2003 we could assess that while people go online at the same time 18.3% listen to radio, 34.6% watch TV, 3.7% read magazine, 6% read newspapers, 13.4% read mails. It was also found when they read newspaper at the same time 13.6% listen to radio, 23.8% watch TV while 7.1% go online. The study also revealed that when they read magazine they simultaneously 11.4% listen to radio, 16.2% watch TV, 5.2% go online. Simultaneous media consumption was also witnessed when radio was listened along with TV watched by 10.2%, gone online 16.5%, watched TV 7.3%, read magazine 6.3% and read mail 8.9%.. These entire complex watching habits makes it difficult call a decision for media planners in which specific media to invest to earn maximum viewership, where to plan for more spots.
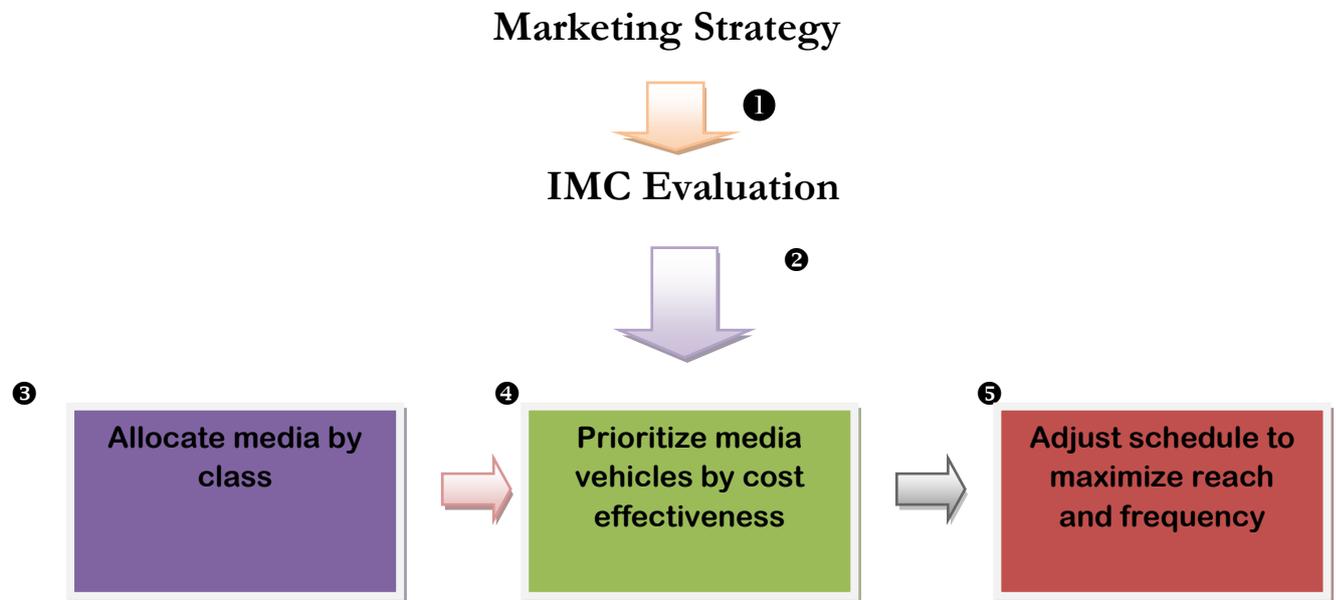
2.9 Opportunities

Abratt and Cowan (1999) identifies the well developed media planning decision need to incorporate data regarding reach and frequency of media vehicles, qualitative characteristics-identify target group, details of alternating communication formats, marketing factors, competitor communication information with narrowly defined advertising objective. Soberman (2005) concludes since last decade consumer habits took a dramatic turn with access to more effective information and process them efficiently and thus, targeting being crucial to imply if fail to accomplish results can be detrimental. From the above findings the core deliverables of a media planner is elaborated this highlights how deeply media planners are plunged into the designing and managing the integrated marketing communication in this dynamic era of media. Garg (2014) in her study illustrates that the brand contact developed is platform to deliver an impression that influences the view point of customers about a company. The task of media planners have opened doors for constructing marketing communications that are effective, media planners get opportunity to use their expertise to develop effective marketing communication. The eight steps discussed by Garg (2014) resemble the responsibilities executed by media planners in building an effective integrated marketing communication. Eight steps are interconnected with tasks executed media planners in many ways. Firstly, identifying target

audience is a key aspect media planner addresses as one particular client has multiple target group with respect brand and category. Secondly, communication objective in most cases is defined by client e.g includes reach maximization or improvising GRP and so on. Thirdly, design the message is often executed by creative department based on the objective of campaign. Fourth, selecting communication channels is one of the ideal tasks of a media planner such as radio plan, television plan and press plan based on different campaign. Media planner delivers annual action plan to clients mentioning the specific budget they need to invest so establishing budget is also covered. Fifth decide on the media mix by allocating appropriate budget television, radio and press. Media planners evaluate responsiveness of a plan by measuring with a post run. Finally they manage the integrated marketing communication mix for further execution of plans. Opportunities of media planners are extended as frequent training makes them groomed for their work and deal with global clients. This creates an opening for media planners to enhance communication efficacy with quality output in terms of work. For example- For Monthly CSI global reporting mindshare world provides on skpye training to demonstrate the step by step procedure. Planners working with brands and assessing programmes viewership builds idea where habits are moving. Updated briefs by clients of head of marketing and marketing commercials aligns media planner to adapt the way they construct their strategy. The learning platform is media planner's biggest takeaway as on the job training is a regular scenario. In this era of globalization networking is something that is mandatory for every individual. Media planners not only to get range of networking openings from clients side such as brand managers and head planning and marketing of big companies like GP, GSK. Apart from clients renowned TV channels like NTV, RTV and many more then Press companies like Bangladesh Protidin, Daily Star then radio channels like foorti, today all gets into the network of media planners in due course of planning and my consistent communication. Pitch presentation is talent showcase platform for all media planners where planners of individual agency give presentation to win the clients contract against competitors. So such an opportunity can only be taken up by media planners. Opportunity of media planners also exercised when a branded drama is shoot the client expects its brand to get infused in every possible way so that it is evoked maximum times by the viewer. For example- the Tahsan and Meem short film powered by Grameen phone starting from direct celebrity endorsement to dress all reflected the branding of Grameen phone all these plans was the contribution of media planner. So media planner gets the opportunity conceptualizes advertisements or short films for brand promotion.

2.10 Solutions

As there is media bombarded all around selection of qualitative media is a way to combat problem. The problem of duplication is resolved using reach. More effectively problems of duplication can also be addressed with effective frequency planning (EFP) this identifies the level of exposure before the audience is counted as 'exposed'. Some notable inferences as suggested by Joseph et al (2003) are simultaneous media day part usage and background information can be helpful, allocation must align with social and cultural differences, simultaneous duplication is soaring and cumulative audience increase instantaneously rather then gradually. The root cause as discussed by Soberman (2005) is pointed with few forecasted solutions. *Firstly*, media fragmentation can be addressed with not only media expert opinions but also with adequate level of communication with consumers. *Secondly*, database companies can also contribute to minimize complexity by providing altering trends of behaviour habits and patterns. In Table 1 Appendix

part of the report contain few examples experts that were aimed to mitigate the problems of media fragmentation. Canon (2001) in his research sketched the media planning process with conventional approach as a tool to serve the planning hurdles as below:

Marketing Strategy

❶

IMC Evaluation

❷

❸ **Allocate media by class**   ❹ **Prioritize media vehicles by cost effectiveness**   ❺ **Adjust schedule to maximize reach and frequency**

The above diagram by Canon (2001) in his article portrays a basic media vehicle planning model based on the conventional approach. It is a systematic process that commences with well accepted premise that media planning actually stems from marketing plans. In support to this is an integrated marketing communication program (IMC) prominent in the literature review. While the idea of IMC is relatively considered as, formally with no clear and universally accepted definition (Schultz and Kitchen, 2000). The growing body of literature and experience suggests it emerges out of a reaction by advertising agencies to such factors as the development and utilization of database, client's desires for interaction and synergy across media and coordination on both global and local basis. Marketing strategy provides sales oriented objective for IMC analysis. The IMC analysis itself consist of an effort to determine the kind of promotional support needed and segments it into rational tasks that can be assigned to specific synergistic media programs. The process towards actual media decision begins from step 3. As the above diagrammatic process suggests first step is to allocate the task to various media classes e.g taks may be divided to television, radio, press and outdoor. Then within those classes the process tries to identify vehicles that are most cost effective in performing each task e.g for television channels like NTV, RTV, Channel I and then for radio stations like foorti, amar or today. Then finally the process draws the most cost efficient media vehicles to develop again with the support of each task. The process seeks to adjust these schedules to maximize frequency values-their impact, given the possibility of duplicate exposure (GRP). John and Leonard (2003) illustrated in his article *"Media Selection Model and Optimization by dynamic programming"* the media selection as a problem to planners that could be formulated in ways compatible by machine operation. This

could bring advantages in areas steps in the process can be made unambiguous and so the underlying objective could be noticeable. Secondly, with far more reasonable time and cost more alternative variables can be taken and process by computational system being keen clerks. Finally, consistent criteria and method can be applied as computer solutions are not subjected to extraneous influences. The writings also convey formal media selection demands (1) model that relates to media choices to a measure of schedule effectiveness (2) search procedure to identify the most optimized schedule. Opening two directions either construct model with simple key phenomena and derive optimized budget or infuse more complicated variables to stipulate the process. Latre (2007) observing the momentous change in advertising industry suggest a better consumer understanding will help to formulate strategies that are more effective. The author also gives an insight that traditional media is position where they need to be build stronger brands to differentiate them from free newspaper in Germany and France and Internet being the significant player in overall markets. The new emerging trend in advertising will continue to attract consumer's attention and Latre (2007) culminates his article stating that call for revamp can be the new solution the way advertising media plan are laid out. Digital and Media Literacy education may a step forward if not to mitigate but reduce the challenges faced by media planner. Hobbs (2010) in his book of Digital and Media Literacy had stated 10 recommendations to help encourage and learn digital and media literacy as follows:

Map existing community resources in digital and media literacy and offer small grants to promote community partnerships to integrate digital and media literacy competencies into existing programs	Partner with media and technology companies to bring local and national news media more fully into education programs in ways that promote civic engagement.
Support a national network of summer learning programs to integrate digital and media literacy into public charter schools.	**Develop online measures of media and digital literacy to assess learning progression and develop online video documentation of digital and media literacy instructional strategies to build expertise in teacher education.**
Support a Digital and Media Literacy (DML) Youth Corps to bring digital and media literacy to underserved communities and special populations via public libraries, museums and other community centres.	Engage the entertainment industry's creative community in an entertainment- education initiative to raise visibility and create shared social norms regarding ethical behaviors in using online and social media.
Support interdisciplinary bridge building in higher education to integrate core principles of digital and media literacy education into teacher preparation programs	**Host a statewide youth-produced PSA competition to increase visibility for digital and media literacy education.**
Create district-level initiatives that support digital and media literacy across K–12 via community and media partnerships.	Support an annual conference and educator showcase competition in Washington, D.C. to increase national leadership in digital and media literacy education**.**

2.11 Conclusion

The study concludes with some noteworthy, pressing issues that are making media planning a very challenging task to be executed. This study is infused with practical experiences, real life challenges when delivering TV plan to radio plan to dealing with clients. The study is also strengthened with the findings of literature review that illustrated issues of evolution from conventional role, prioritization of brand touch points, reach versus frequency optimization, multi-media to multi channels. Further testing issues were related to marketing managers brief, the triple effect of intricate blend of advertising trends and availability of rational alternatives impacting the economic trends. Apart from those mentioned media integration, media expenditure or budget, media environment, media vehicle prioritization as well as simultaneous media consumption took the challenge of media planning in different heights. All these factors made it transparent that media planning contains lots of challenges that need to be sorted out to make every plan a successful delivery.

3. Supplementary part

3.1 Appendix

Table 1

2 CHAPTER 1

Table 1.1

Evolution of Media Planning to Communication Planning

FROM	TO
Advertising support	Brand support
Reaching	Influencing
Multimedia strategy	Multichannel strategy
Placing ad units	Impacting multiplatform content

Table 2

Estimated Spending in Major Media and Marketing Services

Sector	2013 spending ($ billions)	By subtotal (%)	By TTL (%)
TV	63.9	38.4	19.4
Radio	17.2	10.3	4.5
Magazines	17.4	10.5	4.6
Newspapers	23.0	13.8	6.0
Outdoor	8.0	4.8	2.1
Internet	36.2	21.7	9.5
Cinema	0.8	0.5	0.2
Subtotal major media	**166.5**	**100**	**43.7**
Direct marketing	51.5	24.0	13.5
Telemarketing	52.5	24.5	13.8
Sales promotion	70.2	32.7	18.4
Public relations	4.2	2.0	1.1
Event sponsorship	27.9	13.0	7.3
Directories	8.1	3.8	2.1
Subtotal marketing services	**214.3**	**100**	**56.3**
TOTAL	380.8	—	100

Sources: 2012 ZenithOptimedia. *Ad Age*, December 31, 2012

Source: Advertising media planning- Brand management approach

Table 3

Table 1 Significant findings from the SIMM, March 2003

All Consumers
Respondents selected: 12,320

When you go online, do you simultaneously . . . regularly

Listen to the radio?	18.3%
Watch TV?	34.6
Read magazines?	3.7
Read the newspaper?	6.0
Read the mail?	13.4

When you read the newspaper, do you simultaneously . . . regularly

Listen to the radio?	13.6%
Watch TV?	23.8
Go online?	7.1

When you read magazines, do you simultaneously . . . regularly

Listen to the radio?	11.4%
Watch TV?	16.2
Go online?	5.2

When you listen to the radio, do you simultaneously . . . regularly

Read the newspaper?	10.2%
Watch TV?	7.3
Go online?	16.8
Read magazines?	6.3
Read the mail?	8.9

When you watch TV, do you simultaneously . . . regularly

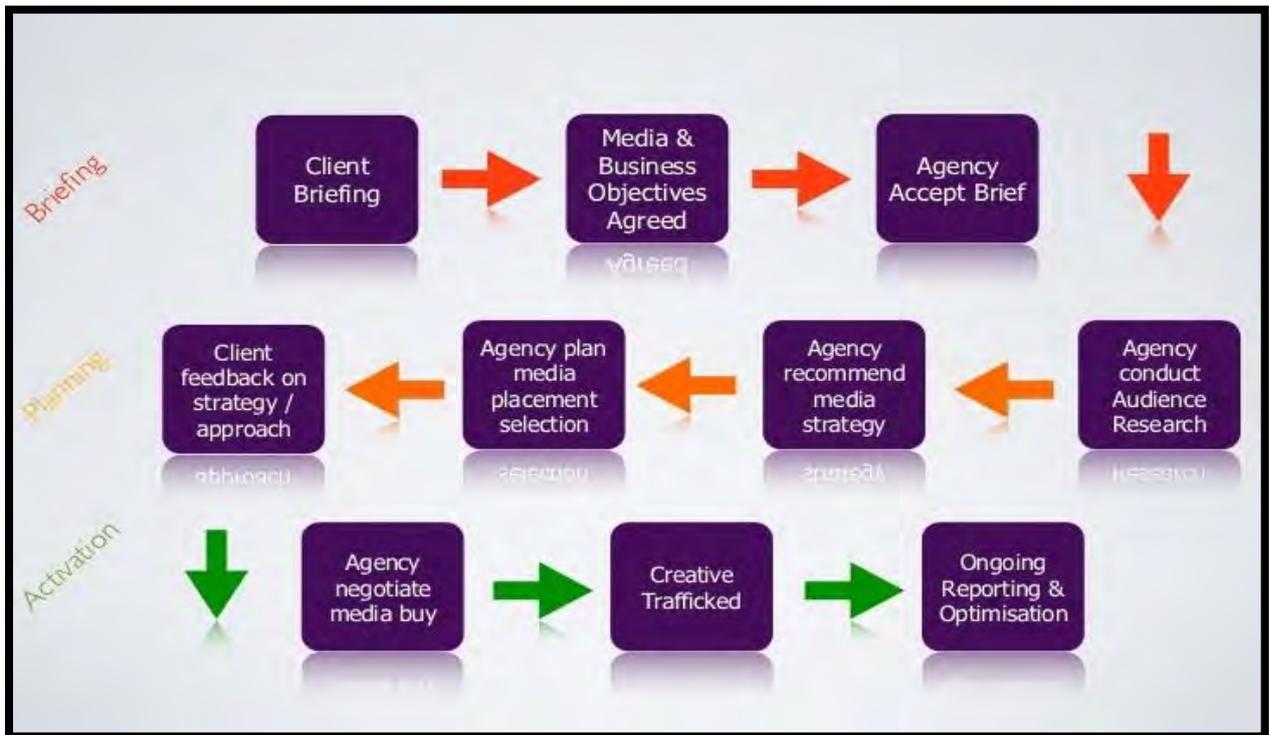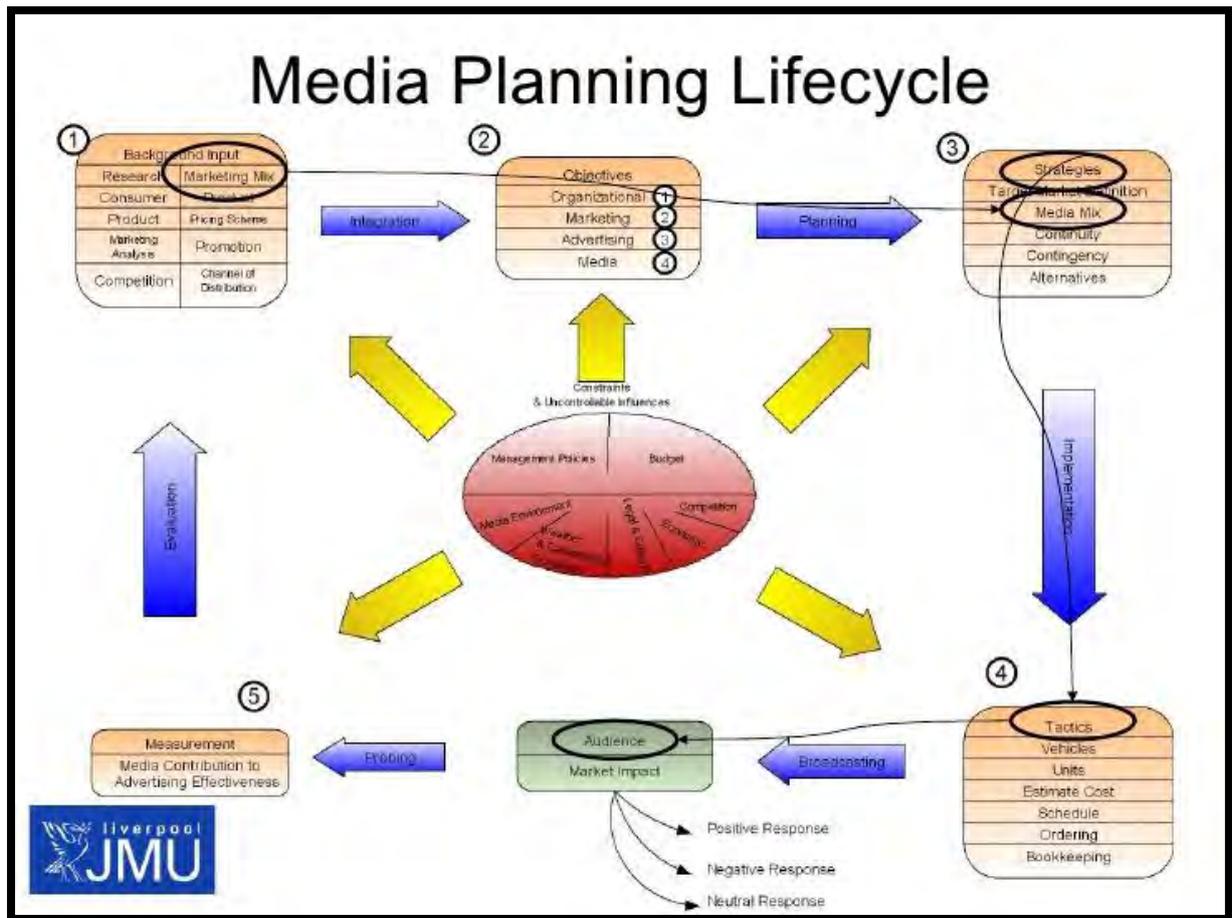**Source:** Simultaneous media usage, 2003

Fig: The media planning process

Fig: The media planning life cycle

Table 4

Examples of Service Offered by Media Experts,   Media Complexity, Soberman, 2005

Media Experts	Target	Source of Media Efficiency	Year
O&M Direct, London	High potentials buyers of phone cards	Identification of UC Admission Service to reach to parents whose child is about to go to university	1995
Real Media Inc, NewYork, NY	Men over 40 with income > $90,000	Ad targeting taechnology using NY Times database	1997
On Target Solutions, Cincinatti, Ohio	Families with an asthma sufferer	Direct to patient media: reaches prospects in physicians office	1999
Venture Direct World Wide, New York, NY	B2B Customers in 23 segments	Integrated DM, email & Web communication	2000

Fig: Trends in media audience and advertising share

Table 1. United States

	1995	2000	2005	% Change 1995-2005
Dailies	34.1	29.8	26.5	-7.6
Magazines	11.2	10.3	9.3	-1.9
Network TV	10	8.8	9	-1
Cable TV	5.3	8.6	12.1	6.8
Radio	10.2	11.2	10.5	0.3
Outdoor	1	2.6	2.9	1.9
Internet	0	4.2	7.4	7.4

Source: The European Advertising and Media Forecast, October 2005, July 2006.

Table 2. United Kingdom

	1995	2000	2005	% Change 1995-2005
Dailies	38.4	37.6	32.8	-5.6
Magazines	16.2	15.1	12.6	-3.6
Terrestrial TV	28.2	25.5	21.3	-6.9
Cable/Satellite TV	2	4.1	6.1	4.1
Radio	3.1	4	3.5	0.4
Outdoor	4.3	5.2	6	1.7
Internet	0	1.1	9.1	8

Source: The European Advertising and Media Forecast, October 2005, July 2006.

Table 3. Germany

	1995	2000	2005	% Change 1995-2005
Dailies	45.9	43.2	40.5	-5.4
Magazines	18.5	17.7	16.5	-2
Television	20.9	24.1	24.5	3.6
Radio	3.7	3.7	4.1	0.4
Outdoor	3.3	3.8	4.8	1.5
Internet	-	0.8	2.1	2.1

Source: The European Advertising and Media Forecast, October 2005, July 2006.

Table 4. Austria

	1995	2000	2005	% Change 1995-2005
Dailies	44.5	43.4	44	-0.5
Magazines	16	18.4	16.5	0.5
Terrestrial TV	20.7	18.8	13.8	-6.9
Cable/Satellite TV	-	3.6	7	7
Radio	10.4	7.4	7.2	-3.2
Outdoor	6.1	5.3	6.5	1.5
Internet	-	-	1.2	1.2

Source: The European Advertising and Media Forecast, October 2005, July 2006.

Table 5. EU-15 Media Share 1994-2005

Medium	1994	2005	Change %
Newspapers	37.8	32	-5.8
Magazines	17	14.7	-2.3
Television	27.8	30.1	2.3
Radio	4.3	5	0.7
Outdoor	4.6	5.4	0.8
Internet	-	4	4

Source: The European Advertising and Media Forecast, Vol. 20, no 5, July 2006.

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3.3 Index

ATL- Above the line communication to mass media.

BDI- Brand development Index measure the performance of a product as an individual brand

BTL- Below the line communication to personalized target audience

CDI- Category Development Index measures the performance of a brand in that particular category

Contact- Intended messages brand wants to convey to target group.

Content- Platform to deliver the designed message

CPRP- Cost per rating point is the cost paid to earn each rating point or viewership.

Dumping data- Downloading data from research softwares

Dailies- newspaper that are published everyday.

Frequency- The number of times an individual is being exposed to that one particular advertisement.

GRP- Gross rating point, cumulative of all the rating point at point in time

Media class- The category of media TV, radio, press or digital platform.

Media environment – Circumstance in which media is broadcasted.

Media expenditure- Investment on particular media e.g. TV or Radio

Media fragmentation- multiple option of media.

Media integration- Consistency in delivering same message on all platform

Media Planning- Identifying the most appropriate platform to advertise products or clients brands.

Media Vehicles- Specific or particular media such as GTV, RTV.

MX- Media Xpress software

NMS- National Media Survey software run.

On board- The phase in which media planners takes call for action from their part.

Peak hours- Specific time slot from 6pm to 12am

Planning phase- During the course of time of planning

Reach- Exposure to every different individual

Simultaneous media- Being exposed to more than one type of media such as watching television and browsing face book at a time.

SOE- Share of expenditure of a brand relative to its competitor

SOV- Share of voice is the invested advertising budget of a brand of that particular category

Spot- Advertisement placed **on** TV, Radio.

Strong followers- Heavy spenders

Target Group (TG)- Specific group of audience who they intend to target

Terrestrial television- type of television broadcasting in which the television signal is transmitted by radio waves from the terrestrial (Earth based) transmitter of a television station to a TV receiver having an antenna

TVR- Television rating point is the number of time people got exposed to televssion at least once in a given time frame

Off peak hours- Hours considered apart from peak hours.