



INTRODUCTION TO LOCAL MEDIA PLANNING

A guide for
media planners
and marketers



INTRODUCTION: WHY THINK LOCAL?

The current state of the advertising and marketing industry requires all media planners to hyper target their audiences. It's arguably the best way to ensure that your messages stand out from the countless ad impressions consumers receive every day. **Relevant messages get noticed, and that's exactly why planners need to think on a local level.**

Media planners and buyers have many ways of accomplishing this kind of highly-specific targeting, delivering messages to their targets in the most relevant way possible. This has traditionally been associated with local media such as newspapers and radio stations that reach consumers in the communities where they live and work.

Modern definitions of local media are broader, however, and can include digital, mobile apps and networks, and more. These innovations are often led by those same "traditional" local media companies, who have a strong interest in finding ways to connect advertisers with their audiences.



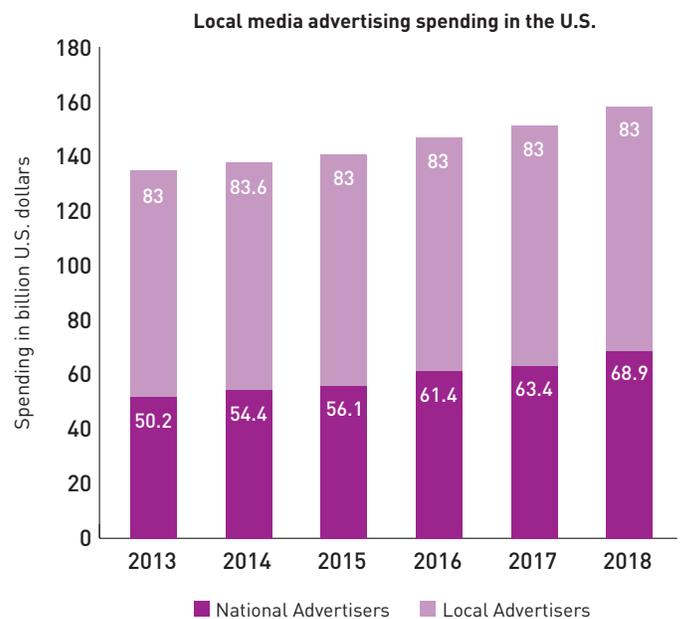
Julia Ayling, reporting for The Guardian, explains:

"We are more mobile, better connected, and creating more data about ourselves than ever before.

Local communities have been evolving as a result; these days, when we interact on a local level, our experiences are increasingly becoming more specific, tailored and based around shared passions or contexts.

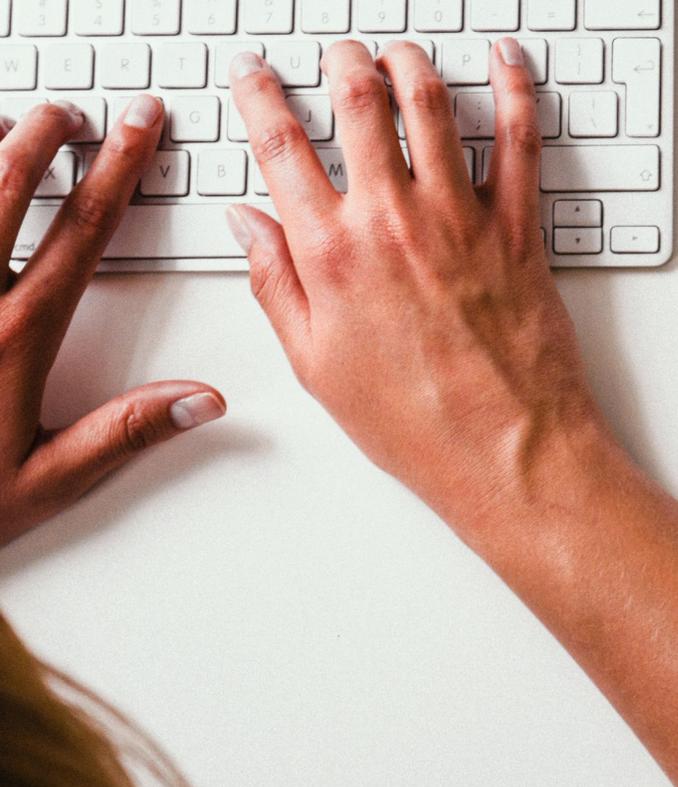
This is opening up the field of local media to a host of new services, and there is a significant growth in hyper-local media opportunities, which are customised to reflect these emerging needs. Harnessing community knowledge and data in a highly effective way, they are more defined, relevant and shareable than anything that has gone before."

Source: <http://www.theguardian.com/media-network/media-network-blog/2014/mar/13/local-media-newspapers-radio-startups>



May 2014 / biakelsey.com

This graph from BIA Kelsey illustrates local advertising spending from national and local advertisers alike. Both sectors are projected to make increases year over year, with a total of 158.6 billion spent on local advertising projected for 2018.



APPROACHING THE PLAN: THE MEDIA PLANNING MINDSET

No matter what your actual job description, whether you work for an advertising agency or as a brand marketer, if you are responsible for connecting target audiences with relevant messaging, **you are a media planner**. More than just a job title, **media planning is also a process**, with tools and best practices along the way.

According to the **Study of Media Planning and Buying from Kantar Media and James G. Elliott Co.**, while 53% of media planners said that they planned annual schedules, sporadic schedules are not far behind. **51% reported that they work on schedules with no set time**. For most of us, **media planning is an all-year, ongoing process**.

At the most basic level, the initial media planning process can be visualized as four key steps:

1. Determine Your Objectives and Set Campaign Goals
2. Create Targeting Parameters and Media Mix
3. Select Media and Issue RFPs
4. Execute & Optimize Your Plan

What goes into making thoughtful media selections and recommendations? The simplest answer is thought and

preparation.

That may sound like common sense, but effective media planners know exactly what to think about. It's smart to take a moment to **consider what your priorities are before you begin creating the plan**. The more prepared you are, the better off you'll be later on in the process.

The planning process moves quickly more often than not. With different components coming together at a moment's notice, it's advantageous to **have all of your resources in one place**. That's one reason so many planners use **SRDS.com** to get started with a plan: **from one site you can research basic audience demographics and psychographics, then explore all the available advertising options within a given market**.



STEP 1: DETERMINE YOUR OBJECTIVES AND SET CAMPAIGN GOALS

Determining your objectives begins with making sure you are asking the right questions: of yourself and your team, and of your client (or brand) and the marketplace.

Of course, the list of questions can be limitless, but let's focus on **the most fundamental question** that will drive your plan's target, implementation, measurement and success. It's the simplest, but also paradoxically the most complex:

What are your campaign goals?

You shouldn't start making decisions about audiences, messaging, media mix, etc until you know "what are we trying to do here?" Do we want awareness of a new company or product? Are we trying to educate an audience about a particular concept, are we trying to bring people into a retail location, or trying to better associate a food product with a healthy lifestyle?

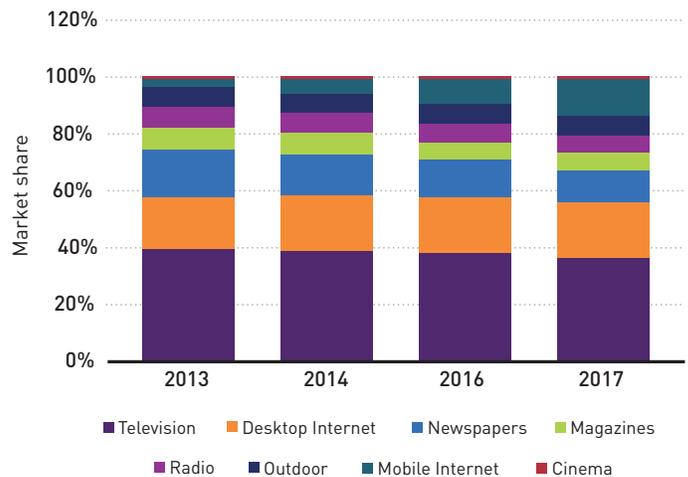
Smart Questions to Ask About Campaign Goals

- Is this campaign to raise awareness?
- Is the goal to inform consumers on a new product?
- Will the campaign create a specific feeling consumers can attach to the brand?

Once you're asking the right questions, an essential component of media planning is **listening**. Studying and understanding **what your targets see, say, do, and buy** is the first step toward translating campaign objectives into a successful media plan.

Think about the brand story and bigger picture first, and then narrow focus down to more specific objectives. From there it's much easier to tackle objectives and strategies for the plan's advertising and media considerations. Putting initial thought into the brand can influence new messaging in a way that represents the client or brand honestly. It can also deliver more insight on which markets and media will serve campaign best.

Distribution of global advertising expenditure from 2013 to 2017 by media



June 2015 / zenithoptimedia.com

This graph from ZenithOptimedia shows that we can't make assumptions about where dollars are being spent. It's often said that the digital is the future, but data shows that the **media types viewed traditionally as local remain strong in the coming years.**



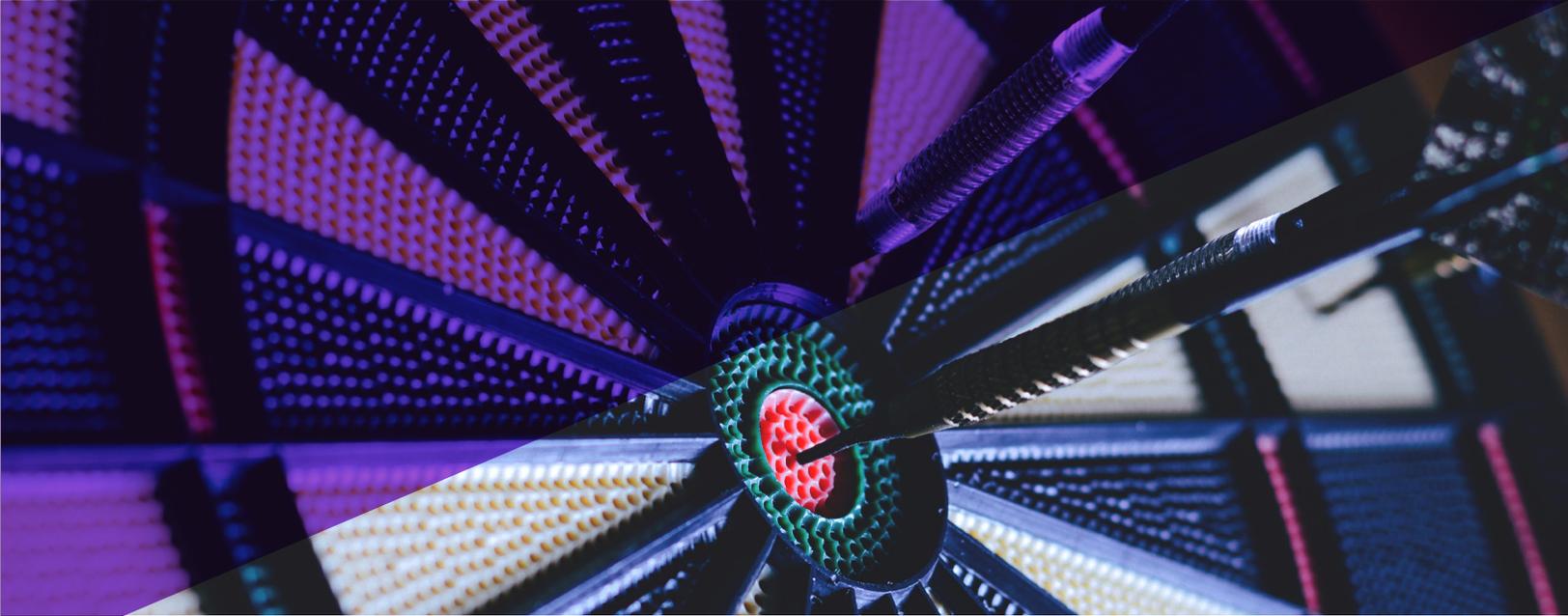
STEP 2: CREATE TARGETING PARAMETERS AND MEDIA MIX

Many different factors can influence the channels used in a media plan. There are deadlines, budgets, geography parameters, and countless other client needs that can appear. Not all media types will make sense for every campaign. For example, if a campaign has a tight deadline, TV is not going to be the best outlet. Newspapers, however, can offer fast turnaround and high exposure if quick action needs to be taken to meet a deadline.

Targeting Your Audience

The most impactful way to build a campaign is by reaching the right people. There are a variety of ways to do this and tools that can help you along the way. **Knowing the media your target audience consumes is very important.** For best results, make every effort to consider media partners that align with the beliefs and lifestyle of your audience.

Demographics (such as Women 25 and older) are a great place to start your targeting, but they're only the beginning. The problem is that demographic analytics can often be



too broad. You have many opportunities to zero in with local media, and it's important not to miss them. Take a more human approach and think about what your audience is doing or buying. Get familiar with what views they hold close and you'll have an easier time finding relevant media properties.

Local market demographics can include (but are not limited to) data such as:

- How many people live in this market?
- How many households?
- What is the median household size?
- How many people live outside the immediate area, but come to shop?

Be Sure to Consider

Psychographics

There is a lot of good audience research out there on attitudes, lifestyles, and more. When developing any plan, it's a smart idea to put thought into the values and opinions of your audience. When you select media outlets that are aligned with their views, you are much likely to lead an impactful campaign.

Key Tools:

Nielsen Segmentation & Market Solutions is an intuitive web service available to SRDS users that combines segmentation, demographics, lifestyle and behavioral insights for better market planning, customer acquisition, cross-sell and retention programs. This easy-to-use application will allow you to better understand consumers who are more likely to buy your product or service, and the markets where they live, so you can create more efficient marketing strategies and customized messages to more effectively reach them.

The Nielsen Local Insight Suite includes measurements in 210 markets nationwide, connecting Americans' media consumption with their lifestyles, buying behaviors and attitudes. By measuring all facets of American life, Nielsen gives clients a richer understanding of how to target adults across the country. (Previously known as Scarborough Research)



Media Usage

By understanding media consumption habits and other more granular behaviors of your target audiences, you can **narrow down the best media partners** within those parameters.

Key Tools:

GfK MRI's Survey of the American Consumer® is the industry standard for magazine audience ratings in the U.S. and is used in the majority of media and marketing plans in the country.

BIA/Kelsey is the leading research and advisory company focused on local advertising and marketing.

comScore is a cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere - proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale.

Media Partners

Media companies make it their business to know their audiences inside and out, and will often commission third-party **research to demonstrate the demographics and buying power of their market**. Use a service like **SRDS.com** that centralizes third-party publisher research and provides easy means to contact the media themselves to learn more.

Key Tools:

SRDS.com. Agencies and brands use SRDS as an affordable, all-in-one resource to find and compare digital and traditional media across business, consumer and geographic audiences.

Remember:

While publisher-sponsored research can provide valuable insights, it's important to remain critical. Media planners need to be objective in their selection and serve the client's interests above all else.



Further Considerations

You understand the behaviors of your audience at this point, but keep asking how those behaviors relate to media consumption. You want to **back up your plan with facts**, and the more specific you can get, the better off you'll be. Below are some consideration areas that will help narrow your focus when thinking about media behaviors.

Timing/Seasonality

What time is a group most open to receiving ad impressions? You may look at your data and determine that late night TV is the best way to reach parents with busy families. Perhaps your audience can be reached most powerfully through radio. Whatever the case may be, account for timing in your plan as well as potential seasonal factors across all media types. Timing can also influence your overall goals, so discuss that with your client.

Cultural Analysis

It's worth looking into the cultural summary of the DMA you're targeting. Knowing the ethnic makeup of a specific market can influence a variety of factors in your campaign, including language and messaging. Try to determine the appropriate mix of general market media and ethnic media.

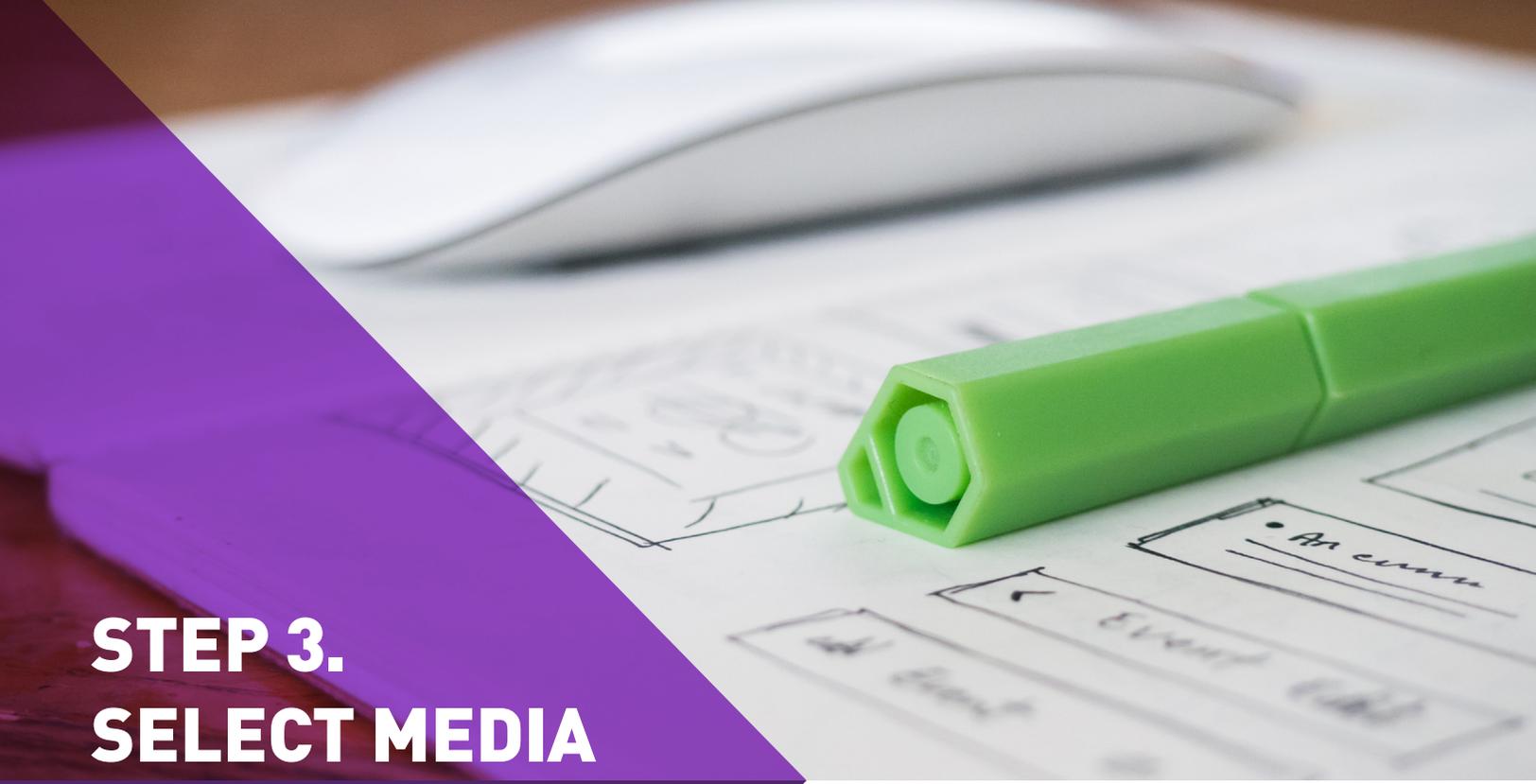
Client Industry and Competitive Review

Get to know your clients and better understand what you're selling. Is this plan for an industry that's booming currently? Maybe there's a lot of clutter and competition that you'll need to cut through. Your client probably has data on this, but think about ad intelligence you can uncover (through partners like Kantar Media). Learning about the competition can help you find channels that help you stand out above the rest.

What about unfamiliar markets?

Few things can be scarier in media planning than when you're faced with targeting a geographic market you know nothing about. It's tempting to just Google the area and recommend the biggest media property you can find, but it's not really any more difficult to quickly evaluate all the media options in a Designated Market Area.

SRDS.com gives you the ability to view every single media property that covers one or more DMAs with a single search, view DMA and MSA maps (which are also perfect for client decks), and quickly lookup market profiles that include Nielsen demographic profiles and Merchandise Sales Rankings, Scarborough newspaper penetration data and SQAD cost-per-point estimates.



STEP 3. SELECT MEDIA AND ISSUE RFPS

By now, you should have both a gut feeling to inform your media channel selection as well as, more importantly, data to back those hunches up. **You need a holistic view of the available media opportunities, objective ways to compare them to one another, and efficient ways to share your point of view with your client or team.**

Without question, this part of your media planning process should be happening inside **SRDS.com**. No other tool can give you the comprehensive view of a market's available media properties combined with detailed rates, audience, ad size, and contact information all in one place. If you are considering buying digital ads programmatically, SRDS can even show you **available private marketplace and automated guaranteed inventory and start your buy right from the site.**

Key tools:

Current media rate cards and media kits – can usually be easily sourced from the SRDS.com online databases or by contacting media individually.

SQAD cost per point – SQAD provides media cost data, forecasting and planning solutions for national TV, spot TV, spot radio and digital.



When evaluating costs, keep in mind that rate cards are an essential starting point, **many media buys are negotiated** based on volume, cross-channel packages, or even purchased in real-time via programmatic technology.

Fast Facts

Part of the media planner's role is condensing key information into fast facts and points of view – quick bullet points that will summarize the research you've done on various media partners. Fast facts inform your client or team on why certain options make sense for them. They allow for quick decisions without sacrificing critical information. If you can't present strong evidence to support your recommendation, it's probably not worth your time.

Issuing RFPs

According to the Study of Media Planning and Buying from Kantar Media and James G. Elliott Co., **83% of planners use RFPs always or often in their buying process.**

The purpose of your RFP is to inform media partners of your goals and campaign parameters. Any RFP you submit should directly reflect the needs of your client, so keep that in mind while making drafting them.

Also, consider the affiliations and partnerships that different media properties may have, because they might often offer added assistance for reaching targeted audiences. **SRDS media profiles will show you the complete picture of what a media brand has to offer** beyond display, including list rentals, newsletter, events, sponsorships, and more. Keep in mind that proposals may even cross campaigns, so be on the lookout for ways to **increase efficiency** if it makes sense.

What is Cost per Point (CPP)?

Cost per Point (CPP) is the cost of buying one Rating Point, or one percent of the target population, and can be a quick way to compare the efficiency of different media (particularly broadcast).



STEP 4. EXECUTE & OPTIMIZE YOUR PLAN

We've made it to the home stretch. By now you can see that a lot of the work has already been completed because of the preparation and detailed thinking made early on. The next steps are more functional than strategic because you've thought ahead and completed the bulk of the work. The last part of the process is where you put everything together.

Compare Proposals - Negotiate

You've issued RFPs and now they're starting to come back in. Sort them internally and assess how each media partner has addressed your client's goals and objectives. This is the time to do some **side-by-side comparisons** and find a solution that works for all parties.

If you're in a hurry at this point, you're not alone. According to the previously mentioned Study of Media Planning and Buying, **92% typically allow 10 or fewer workdays for RFP completion and only 19% always or often give denied/excluded media a chance to change their proposal.**



Determine Final Budget/Costs

Talk to all of the stakeholders and teams involved in the media buy to determine if the plan makes sense. Can these plans be budgeted? Make sure the assets are in place to execute and bring the plan to market in the time parameters you've specified.

Tip:

Compare proposals to a media property's rate card and media kit in SRDS to make sure you're getting the best deal. 99% of planners report expecting some discount off of rate card pricing, with the **average expected discount equal to 29%**.

Develop Flowchart

Flowcharts help keep all of the useful information in one place, making it easy for your clients to access. They also help you as a planner stay organized.

Tip:

Grab ad specs and requirements from SRDS to provide to account management, creative and production teams.

Client Presentation

This is your chance to provide an informed perspective and get your client excited about the campaign. You've done your research, so don't be afraid to show off what you know! When presenting a recommendation, make sure to coordinate with the other parties involved. Maybe there's a corresponding social campaign or a PR team that has elements within your plan. Involve everyone so you can deliver a cohesive presentation.

Tip:

Copy and paste logos, publication cover and site front page images directly from SRDS media profiles.



Media Buy – Final Negotiation

Media is highly negotiable, which is something to keep in mind throughout the entire process. As things finalize, you'll send out the approved contracts along with insertion orders or broadcast buy schedules and any other materials that are unique to your plan.

Optimization

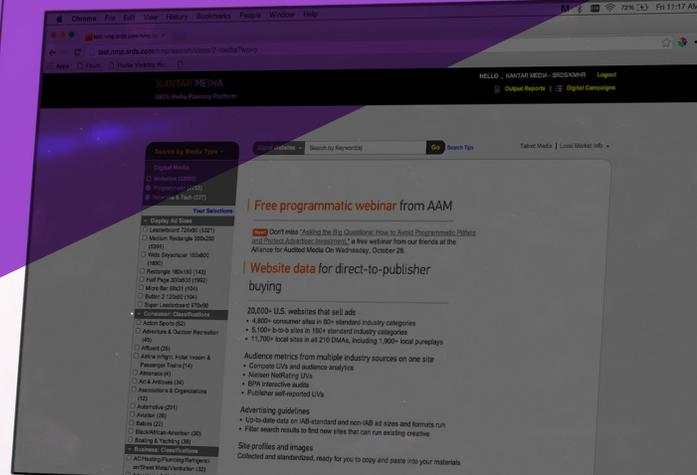
Check in with the campaign along the way because **the work doesn't end after the buy**. Use success metrics to give your client options to tweak the plan. Not only will this help fine tune your skills, it will also help you build trusted relationships with your clients.

The most important thing to remember is that your metrics and tracking are driven by two things: **your original campaign objectives** and a willingness to **listen to the data** and change things around to make them the most optimized for your goals.

For different objectives you might look at reach, frequency, consumption metrics, clicks and leads. You do this by working closely with your media partners and technology teams to create tracking URLs, A/B tests and more.

Changes to a plan should always be informed by the data – your gut may be good, but your business depends on your decisions so use your tools and data and not just your heart.

SRDS.COM IS YOUR SOLUTION FOR LOCAL PLANNING!



Find current, relevant local media planning information by searching our extensive online databases of media available in all 210 DMAs (Designated Market Areas) across the United States.

Evaluate local and national media with reliable, standard data

Audience and market intelligence from research companies are included right in media listings, meaning you won't have to hunt down data from third-parties.

- Maps and market profiles for all 210 DMAs
- Metro MSA Maps and SQAD Spot Radio Cost-per-Point Estimates
- Nielsen Local (Scarborough) newspaper penetration data by DMA or by CBSA/MD
- Nielsen Local (PRIZM) data for consumer demographic insights
- AAM, BPA and CVC audits for reliable audience data
- Rentrak television ratings, demographics, and programming data [COMING SOON]
- Millward Brown Digital (formerly Compete), Nielsen Netview and more for Web site audience metrics

Discover media properties in ways that make sense for you. Search by: Geography (DMA, metro and non-metro markets), Media Type, Keyword or Media Title.

And once you've started searching, powerful filtering and sorting capabilities help you evaluate media quickly. Make decisions faster without sacrificing informed insights.

The ability to search Local Media by DMA is one of the many reasons SRDS is an invaluable tool for local media planning. Our database informs users of every media type within a given DMA and allows users to export data to spreadsheets for further analysis. Access MSA maps as well as DMA maps and profiles too!

Get started with SRDS today!

Call 800-851-7737 or visit www.KantarMedia.com to learn more.

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