

MEDIA PLANNING PROCESS

1. Decision on the Target Market – Audience ,income ,age , habit
2. Deciding Media Objectives – reach ,frequency , GRP , continuity,
3. Selection of Media – Habit , press ,T V , outdoor ,Radio ,
4. Selection of Media Vehicles – media , business-magazines , sports ,political ,
5. Allocation of Funds- in different media ,
6. Media Scheduling – media insertion ,nature of product ,PLC stage , fund allocation
7. Placing the Ads.- media Dept. Booking -Time, space , monitor ,
8. Follow up- implementation of plan , more effective plan