

Programming: Media Mix Choices

Your media mix choices need to support the identified objectives. First, the theme and messages are chosen. Second, the media mix choices are made. Lastly, evaluation is conducted. This article highlights the elements of the media mix and standard measurements used to make channel choices.

- **What You Are Going to Communicate.** Developing the theme and message(s) that resonate with the audience. Refer to hmci's *How can we pick the messages that resonate with target audiences?*
- **The Channel You Will Use to Say It.** Media mix decisions: media outreach and placement (uncontrolled media: news releases, feature stories, photos and controlled media: print, audiovisual, interpersonal communication, public relations, advertising) are made.
- **Evaluating for Continuous Improvement.** Pre and Post-testing to identify what can be improved.

Elements of Media Mix

Markets: Refers to understanding the various targets of the media portion of the marketing plan. For example: Is this a product or service that clients need to read more about? Or, is it an announcement that can be communicated in a business card ad?

Media: All media included such as radio, TV, newspaper, magazine, outdoor, direct mail. In addition: sales promotion, direct marketing, public relations activities and publicity, special events, and collateral materials.

Mechanics: Mechanics of marketing communications media and messages. This includes the look and feel of the graphic design elements.

Programming: Selecting and scheduling media vehicles to achieve the desired results weighing: budget; frequency and continuity objectives; creativity; planning; and, buying.

Budget: How much to budget and where to allocate it:

Concentrated Media: all media dollars are placed in one medium

Assorted Media Mix: multiple media alternating to reach target audiences

Standard Measures

Media Efficiency: Standard measure is cost per thousand (CPM) which tells the cost of reaching 1,000 members of an audience using a particular medium.

$$\text{CPM} = \frac{\text{cost of media buy} \times 1,000}{\text{total audience}}$$

Cost per thousand - target market (CPM-TM)

CPM-TM = $\frac{\text{cost of media buy} \times 1,000}{\text{percentage of target audience}}$

Cost per Rating Point (CPRP)

CPRP = $\frac{\text{dollar cost of ad placement on a program}}{\text{program rating}}$

Competitive Media Assessment: Used when there is a narrow target audience and the competition is heavy.

Share of Voice: to determine the percentage of coverage an advertiser's brand is getting in a category.

Share of Voice = $\frac{\text{one brand's advertising expenditures in medium}}{\text{total product category advertising expenditures in a medium}}$
(i.e., can be estimated for your indirect/direct competitors)

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