

Media Planning Review

A specialist research service from the Ehrenberg-Bass Institute for Marketing Science.

Are your media decisions grounded in evidence?

The Media Planning Review gives you independent expert feedback on your plans to ensure you are planning for brand growth.

A dynamic, complex field with a language all of its own, effective and efficient media decision making eludes many. And yet it is vital for building successful brands.

These reviews ensure that you are targeting the right audience with consideration of key timing and platform considerations.

Much is known about what media can (and importantly what it can not) do. Yet this fundamental media knowledge can sometimes get lost in a sea of new thinking, data and creative ideas.

The Ehrenberg-Bass Institute Media Planning Review provides the practitioner with the established evidence of how media works and brings clarity to the often murky waters of media decision making.

Are your media decisions setting your brand up for success?

Our scientists will review the key materials that you use to guide your media decisions and highlight how they align to the generalised evidence on how media works for brand growth.

We systematically delve into your existing media practice to answer fundamental questions such as:

- Are we targeting the right audience?
- Are the combination of platforms used appropriate for the given task?
- Is the level of investment well justified and sufficient for the given objective. (Talk to us about an evidence-based media budgeting project if you are after help to justify and determine your budget.)
- Are you measuring and evaluating media choices with appropriate measurement?

We look at media decisions in 7 key areas:

- **Framework and Language** - Is the framework used for media planning and evaluation and associated language grounded in evidence and well translated into realistic, achievable media principles that aid growth-based decision making?
- **Reach-based planning** - How well are the principles of reach-based planning being applied?
- **Smart targeting** - Does the media plan nudge new entrants, reach those with unique information needs, reach potential buyers at key times, reach hard to reach prospects, activate where there are relevant digital signals?
- **Continuity scheduling** - Does the media plan deliver reach across time, as well as across buyers? Does it deliver the benefits of continuity - light media users, improved memory effects and recency?
- **Media choices** - Are the media choices appropriate for the impact that is sought? Is due consideration given to relevant characteristics of media and the audience that they offer?
- **Measurement** - Are transparent, independent, direct, robust measures of media in place to support media decision making and evaluation?
- **Media investment** - Does it appear that investments are sufficient (and yet not excessive) to deliver on the brand's objectives?

Our tailored recommendations will give you confidence that your media decisions are delivering for your brand.



Ready to make the media decisions that matter for growth? **Contact us.**

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