

## **Marketing 505: Lecture 15, Media (Reach, Frequency, GRP)**

[Dr. Darrel Muehling]: Hello, this is Marketing 505. We're in week number six of a seven week course. This week we'll be talking about media decisions, and I have three video lecture presentations planned for you. This is the third and final section of the seven week course. In addition to talking about media, we'll also be discussing creative and evaluation research. So without further ado, let's go to the slides. And an introduction as we've been accustomed to in this class, the first slide here in this unit. This is unit 9-media (reach, frequency, GRP).

[On Screen]

### **Unit 9 – Media (Reach, Frequency, GRP)**

Dr. Darrel Muehling

[Dr. Darrel Muehling]: I share with you again the promotional plan outline just to show you where in the plan we are going to be focusing our efforts. And here we are in Roman numeral six-media recommendations: media objectives, strategies, and plans.

[On Screen]

#### **Promotional Plan**

- I. Executive Summary
- II. Situation Analysis
  - Company/product history
  - Product evaluation
  - Consumer evaluation
  - Competitive evaluation
  - Other forces/trends (e.g., regulatory)
- III. Marketing Goals
- IV. Budget
- V. Creative Recommendations
  - a) Advertising Objectives
  - b) Creative Strategy and Executions
- VI. Media Recommendations
  - Media Objectives, Strategies, and Plans
- VII. Other Promotion Mix Recommendations
  - Sales Promotion
  - Public Relations
  - Personal Selling/Direct Marketing
- VIII. Evaluation
  - (Effectiveness measures)

## IX. Summary and conclusions

[Dr. Darrel Muehling]: One of the things that I like to begin with when we talk about the media topic is that I like to acknowledge as noted here on the slide that of all the topics that we cover in this Marketing 505 class, it seems like media tends to be one of those that seems to be intuitively simple, but yet is rather foreign to students. You know, again we're looking at this from a managerial perspective but we are consumers-consumers of media-and we see the fruits of media labors in terms of the output, where the ads appear and you know in what form. But it still seems like maybe it's because of the vocabulary that's often used makes this topic a little more foreign. The other thing I'll acknowledge here up front is-and you've probably already been made aware of this if you've looked at the guides for this section-is that there is a quantitative element to this section. Not a major one but to some students who have a little bit of math anxiety and getting at a computer may seem to frazzle them a little bit. Be forewarned that we will be asking you to do some media problems. That's one of your written assignments, but it will also be-not a major but at least a significant component of the final exam, which again you may recall is not going to be comprehensive.

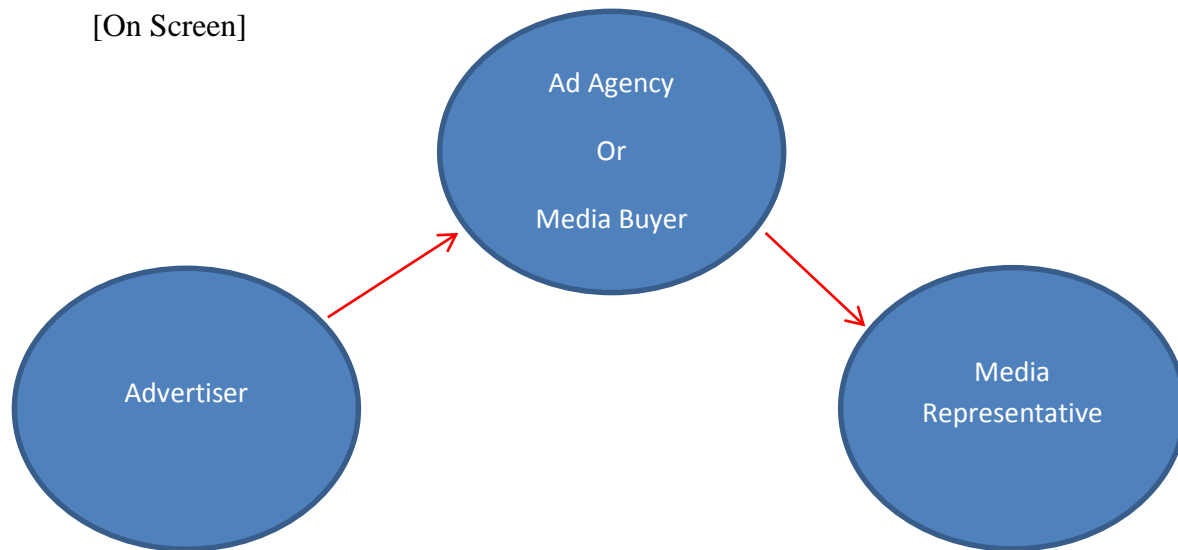
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### Media

Of all the topics covered in this class, "media" tends to be one of the most foreign to students (even though it appears to be intuitively simple).

[Dr. Darrel Muehling]: So let's move on. One very simple notion here of the media relationships that we've already kind of touched on, and again may be something that's fairly basic information for most of you is that we have in most conditions-most situations even in smaller business operations-the advertiser, the company, the media representative, which will be an individual that's working for the newspaper, the magazine, the internet source, whatever. And then there's often an intermediary, who could be the ad agency or sometimes in many cases especially in large corporations, this media buying function has been specialized. And so in addition to advertising agencies, who may be in part doing the media [leaz] on work, there are also media buyers who buy and sell then for an advertiser as go-betweens between advertiser and media representative. What I want to start with is a very, very general kind of overview of media decisions. I think sometimes this is helpful maybe this runs kind of counter to what I was saying earlier in that this is a topic that tends to be foreign to students because when you see these questions that are going to be asked-the media decisions that marketers and advertisers, promotion managers make-they seem to be relatively basic. And the questions that are asked are relatively simple. It's the getting at the answers as often the case a little more difficult to arrive at.

[On Screen]



[Dr. Darrel Muehling]: So let's start here, and again we're going to be broad moving into a little bit more narrow focused discussion. One of the first basic media decisions, in fact probably the most basic media decision that would be asked, is how can I-I being the company, the marketer-how can I effectively reach my target market? Now by now in this term, you've recognized that we've got to have target market. We can put that in plural form. There's likely to be more than one target market. And so we've already identified before we ever do any advertising before we ever do any media buying, we've already established, or should have already established who our target market or who our target markets are. And now we're out there looking for media, media vehicles, media types that are going to have this same characteristics, their audiences, their readership or their viewership as our target market. And then of course we have to consider the cost, and the relative effectiveness. Some media may be more effective especially if you want to demonstrate might be a visual element that's helpful to demonstrate a product attribute or whatever. So this first layer of questions is simply-let's see if we can find media audiences that match our target market.

[On Screen]

#### Typical Media Decisions

- How can I effectively reach my target market?
  - (Matching target markets to media audiences, considering costs & relative effectiveness)
  - Considering strengths & weaknesses of each medium

[Dr. Darrel Muehling]: From there, then we're going to ask more specifically, which of these media should we use? And I'm going to use some terms here, very basic ones, but ones that you'll want to make sure of making written notes on and that is the term media mix. When you

see that term made reference to in the text or in the test that comes later in this presentation, recognize that it's the mix of media. It's the proportion of ads-and it'd be probably more likely to be not just proportion of ads but proportion of dollars spent on the various types of media. We typically think of the media mix variables as being TV, radio, magazine, newspaper, outdoor, internet. Those are the media mix so the amount of money allocated to each of those in an advertising budget would be the mix. And then again we would have to consider the strengths and weaknesses of each medium. Some local businesses perhaps would like to spend more money on advertising on TV but find the cost to be prohibitive so that might be a weakness of a medium such as television. So we've got the term medium mix, and when we think of media mix again think of a very broad, very general types of media.

[On Screen]

#### Typical Media Decisions (cont.)

- Which media should I use?
  - Media mix = proportion of ads placed on/in TV, radio, magazines, newspapers, outdoor, web, etc.
  - Considering strengths & weaknesses of each medium

[Dr. Darrel Muehling]: And now the next question to ask within those media is which vehicles should I use? So media vehicle, just like media mix, is a term that I'd like you to take note of. The vehicle, if we were to have a media mix variable such as television, the vehicle would be the specific television programs that we could purchase time on. So think of vehicles as TV programs, as specific magazine titles, as radio shows, the formats that are much more refined, much more specific than the broad, general TV, radio, outdoor, and whatever. Sometimes I like to do a little tangent here, and I think I'll do that for a minute. When we talk about vehicles-when we think of a vehicle-let's not even discuss this in marketing terms, not even in media terms-but, what is a vehicle? I drive an automobile of short distance from my house to work and back every day and it's a vehicle. What does it do? Well it delivers me, it delivers me from one place to another. If you've got a truck and it's got supplies in it, it's delivering something from point A to point B as well. Sometimes it may be useful and instructional if we consider media, and specifically vehicles, to also deliver an audience. You know I've used this hypothetical example, let's suppose you and I wanted to start up a radio station for whatever reason. We like rock music, and we think we could love being on the air 24 hours a day and switching off the time to be the disc jockey or whatever. So we embark on this little plan to have a radio station. And unless we have-we well-endowed have lots of money-you know a rich uncle that's gonna support us-we're gonna have to most likely find a source of revenue. And that revenue as we discussed in the very first lecture this semester is likely to come from advertising. So I'm gonna go on my free time and go to the local businesses in the area and I'm going to ask them if they'd like to buy some advertising, a time, on my radio station. And my hope would be that the business people would ask: well what kinds of listeners do you have? Oh I don't know, people that like

rock music let's say. Well be more specific. And in that discussion, it might become very clear to me-the radio folks here-that I actually have to be in the business of finding an audience that I can sell to businesses. In other words, I have to be able to deliver my vehicle-my radio station-has to deliver an audience. And if the buyers don't want people that like rock music-in other words, that's not in their target market-then it would not be in my best interest to have a radio station that caters to those kinds of individuals. And in fact, here in local Pullman, there's a radio station-it will remain nameless-but those of you who are local will know that's changed its format at least three times in the past 10 years. And in one of their statements on the internet-a webpage-they indicated the reason they did this is to define an audience that advertisers would buy. So when you think of vehicles-specifically think of bringing in an audience-that's what a television program does. A program like 20/20 delivers perhaps a different audience than a program that seems to have similar format-60 Minutes. But maybe quite different and different kind of audience that's being reached in those two different programs.

[On Screen]

Typical Media Decisions (cont.)

- Which media vehicles should I use?
  - Vehicles = TV programs, magazine titles, radio shows, etc.

[Dr. Darrel Muehling]: And then moving on with these very kind of general overview questions, we might want to ask-should ask: when should I run/place my ads? And here we're talking about the time of year. Discuss this in a later video of some cyclical nature of some products and services, where it may not behoove of us to be advertising year round, but at certain times of the year. That's what we're talking about here. But then also time of day. Vehicles sometimes dictate what time of day it is. If I want to place my ad on the Tonight show, then that vehicle appears late at night. But for some of us, we may be looking at time of day first and then picking the vehicle that is best matching our target market. So if we believe that the daytime hours are the best time to reach our target market, now what programs that are airing during that time of day would be our best bet to reach our target market?

[On Screen]

Typical Media Decisions (cont.)

- When should I run/place my ads?
  - Time of year
  - Time of day

[Dr. Darrel Muehling]: And then, something that we're going to be talking about here is the how often should I run/place my ads? And here we're talking about the frequency of exposures. We've already made it fairly clear in our discussion on theoretical perspectives on how

advertising works, that for most consumers, they need to be exposed to an ad more than once. But the question is how many times? And we also have to recognize that sometimes when we expose people to advertising, they're not in the room. They're not watching. They're not only exposed, they're not attending to. And so we have to factor that in. And again, you may be someone that watches a lot of TV, and if you do you may see an ad over and over and over again and wonder why there's so many exposures to that ad, well you also have to recognize that somebody may not be like you that's not as frequent of a watcher of television programming. And as a result, not as a frequent watcher of specific ads that are placed during those programs.

[On Screen]

#### Typical Media Decisions (cont.)

- How often should I run/place my ads?
  - How many times?
  - Frequency of exposures

[Dr. Darrel Muehling]: Okay, this next slide is kind of a busy one and in a class here in Pullman I would leave this on the screen just for a short while. You have the luxury of coming back to it. But this is not meant to be a checklist of things that we're going to cover. But again just a reminder that media is kind of its own character. It's got its own lingo, its own terminology, its own buzzwords. A few of these you may recognize from earlier discussions near the bottom-they're the up-front and scatter. But many of these we're going to be covering, and it's obviously more important that we not only know the lingo but that we're able to use that information and apply it. So again, recognize that this is not just lingo time, this is not just putting a definition to a term that but being able to use that terminology in a meaningful way when we're talking about media planning. So without further ado and again I'm not going to go through this list, not necessarily in this order from reach to spot buys. But just kind of pick out ones that I think have some relevance to one another and put them in groups. So this first group the topic, and actually the topic for this video-this video presentation-is reach, frequency, and GRP.

[On Screen]

#### The "Lingo" of Media

##### (Concepts/Terms Relevant to Media Planning)

- Reach
- Gross impressions
- Frequency
- Gross ratings points (GRPs)
- Rating
- Share

- Flighting, pulsing
- CPM, CPM-TM
- Up-front
- Scatter
- Sweeps
- Spot buys

[Dr. Darrel Muehling]: So let's start with reach and the definition of reach again is I tend to use very simple, basic definitions not textbook ones that I think maybe you have some appreciation for. Reach is often expressed as either a raw number. So we could talk about number of homes, number of individuals-could be 20,000 homes or if it was a national market it could be 20 million homes. Or it can be expressed as a percentage. If it's expressed as a percentage, it's a percentage of our target market-not of the national market, not of a local market. But just our target market. So if we're trying to reach individuals that are 18-49 year old males, what percentage of that target market have been reached? So questions that I've written in the past have sometimes asked students to calculate reach-it's a problem-something you'll be doing later. And the answers given are some expressed as raw numbers and some are expressed as percentages. And students come up to the front of the room and say, well what do you want us to do? Do you want us to give you a raw number or percentage? Well this is a multiple choice question, and the answer I give them is whatever fits. So recognize that when we're talking about media if we were in a media discussion sometime and someone was asking us about our reach, we could say raw numbers that are reaches let's plan to be 20,000. Or in the same breadth we could say that it's a 15% or 30% or whatever reach of our target market. So start with that.

[On Screen]

Reach

- Expressed as either a raw number (e.g., number of homes or individuals)
- Or, expressed as a % (a % of the target market)

[Dr. Darrel Muehling]: Reach defined then is the number or percentage of homes or individuals-and I'm not going to make a distinction here whether its homes or individuals. So for test purposes don't get concerned about that. If you were a business person, you'd obviously want to know if we're talking about households or individuals. And typically it is households not individuals. So anyhow back to this definition: a number or percentage of households or individuals from the target market that has been exposed to an ad at least once during a certain time period. So seems pretty common to assume that to be reached you have to be exposed at least once. Well that's the starting point. We're going to develop this notion a little bit more here in a bit when we talk about effective reach. The other term-and this makes things a little more complicated-not that we don't already have lingo that maybe isn't so meaningful but now we have another synonym often associated with the same term, is in this case for reach is the

unduplicated audience. And what we're talking about here is that for reach is when individuals are exposed to an ad-whether they're exposed once, twice, three times, or more, let's say even as many as twenty or thirty times, those individuals when we're doing our calculation of reach are not counted more than once. The assumption here is that if they've been reached at least once then they're counted. But there is no duplication of the audience. Now there's going to be another term here in a moment where duplication is important. But think of reach as simply how many people have been exposed at least once. And if you've been exposed once, you count as one irrespective of whether you've been reached a dozen times or only one time.

[On Screen]

“Reach” defined

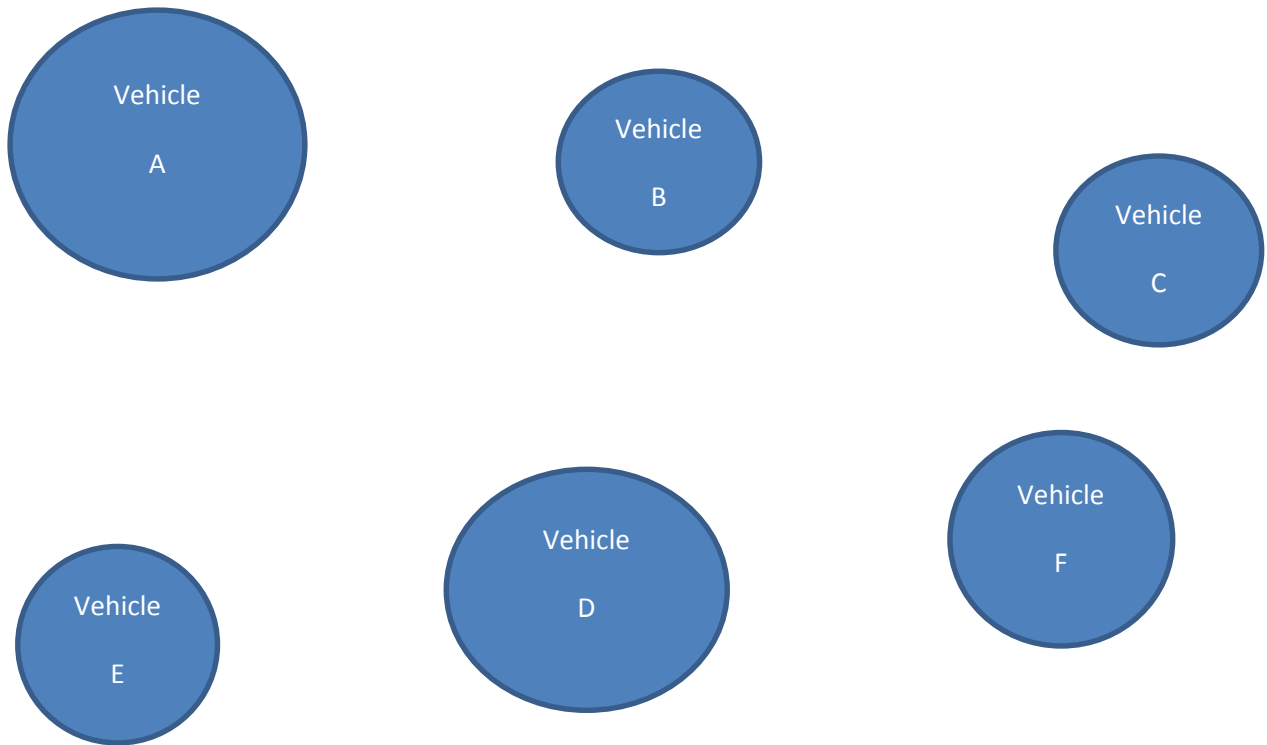
The # or % of homes (or individuals) from a target market that have been exposed to an ad at least once during a certain time period.

“unduplicated” audience – not double-counting individuals who have been exposed more than once

[Dr. Darrel Muehling]: So this next diagram-a venn diagram-shows vehicles. These could be television programs or magazines titles or whatever. And the size of the circles are meant to represent the size of their audience that would be consistent with our target market. So we're already assuming that for example vehicle A, there may be individuals that are outside the target market that we don't care to reach. That's not included in this demonstration in these circles. So here we have vehicles A, B, C, D, E, and F. And let's just use the example of television. There's a fairly good likelihood that if individuals are watching our ad on a program-program A let's say-that they may see that ad if we place it in other vehicles as well. So even though we have A, B, C, D, E, F vehicles-each of these different television programs-it's more likely and we'll go to the next slide here that there's going to be some overlap.

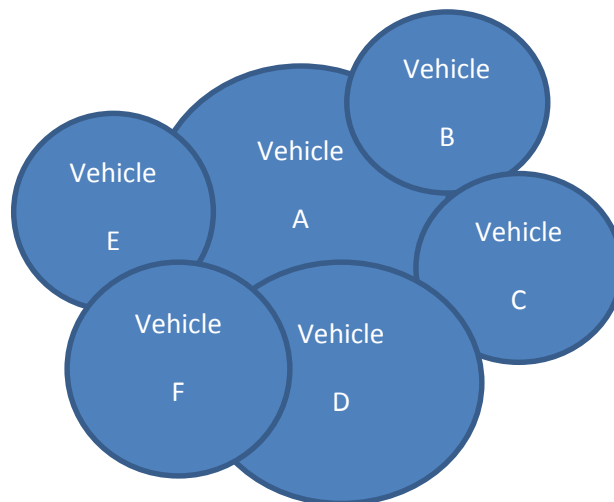


[On Screen]



[Dr. Darrel Muehling]: In other words, the person that watched this program A and saw our commercial may also see the same commercial when viewing vehicle B-program B-or program C. So what we have here in this venn diagram with the overlaps is the unduplicated audience. What we're going to calculate then for reach is simply that unduplicated audience. People are reached once. They're counted once, and they're not counted more than once. Okay?

[On Screen]



(Unduplicated audience)

[Dr. Darrel Muehling]: Now effective reach is a similar concept. It's also referred to in terms of numbers and percentages, but it only deals with those individuals that have been-or households-that have been exposed three or more times. I would invite you to read the chapter section on effective reach. But kind of in a nutshell here what we're talking about is that for many advertisers, they recognize that an initial exposure to an ad-even for people that are paying attention to the ad-may not be enough for that ad to effectively communicate what it's intended to communicate. And there was and has been some debate about effective reach for a number of years. I remember not too long ago there was empirical study, the results in which were published in *Advertising Age*, which had said maybe this notion of three-three or more-as being the kind of starting point for effective reach is just kind of myth. Well the as I recall the evidence did support the three or more notion. And what this is suggesting then is that if individuals were exposed once in our media plan or they were exposed twice in our media plan, then they may not just as well be exposed at all. In other words, we have to have at least three exposures-individuals seeing the ad, paying attention to the ad-at least three times before it has any meaningful value to us as media planners. So this notion of effective reach would suggest that reach is kind of not a necessary value when we're calculating some of our media plans or doing our media computations. Instead we should be looking at individuals that are exposed three or more times. And now if you look at the chapter, you'll see that there's also an upper bound to how many times-how many exposures-individuals should have before it has some diminishing return. I'm only concerned about the upfront notion of three or more times. And you'll see if you've already experimented with the written assignment for this section that I'm going to ask you to calculate effective reach as well.

[On Screen]

Effective reach (# and %)

- Effective reach counts only those households that have been reached three or more times.

[Dr. Darrel Muehling]: Let's move on now to another concept, and that's the concept of frequency. I don't want to take big issue here with this definition in the textbook. But I'm kind of a stickler for details in some cases, and this is one of those where I would like you to pay close attention. If you are on the same slide as I am, it's the heading "Frequency" defined, and then it starts with a bullet point of the homes/individuals reached. Most textbooks and our authors are included in this group often start the definition with the word frequency. And they'll say frequency is the average number of times that individuals in our target market have been exposed to the ad. And you know generally that's correct, but technically it's not. The reason it is not is because I have added to this definition before the word frequency, and that is this phrase-or the notion-of the homes and individuals reached. What I'm suggesting here is that for frequency, we're only going to count the number of times individuals have been exposed if they have been reached. In other words, if they've been exposed at least one time. There may be individuals in

our target market that when we've placed media-our ads in various media-that they've not been reached at all. And for them, we're not going to use that in our calculation of frequency. So if you're following this notion, the definition that I have I think is a little more specific to what I'm trying to communicate here. It starts with the of the homes/individuals reached. So when we're looking at our frequency-when we're doing our frequency calculation-let's start with only those homes, or only those individuals that have been exposed once. If you follow that, the next bullet point here suggests that frequency can never be less than one. And I can think of a very simple, hypothetical situations where if we included everyone in our target market including those that were not exposed, that our frequency can be less than one. Here by definition if we're starting with of the homes that have been reached, frequency can never be less than one. Hopefully that is helpful.

[On Screen]

"Frequency" defined

- Of the homes/individuals reached, frequency is the average number of times they have been exposed to the ad.
- As such, frequency never can be less than one

[Dr. Darrel Muehling]: Now we have to take a little tangent here to understand frequency we first have to discuss a notion called gross impressions. And I want to give you a heads-up that we're going to have two words here-or two terms I should say-that both have the word gross in them-gross impressions and gross rating points. And even though they obviously have some relation to one another, they're not the same. We're talking here about gross impressions, and gross impressions is simply the total number of exposures in a media schedule. If I place an ad five times, and I reach 50 people each of those times, my gross impressions would simply be 5 times 50. Here, we're not concerned whether or not there's any overlap. And the other term then for gross impressions is this notion of duplicated audience.

[On Screen]

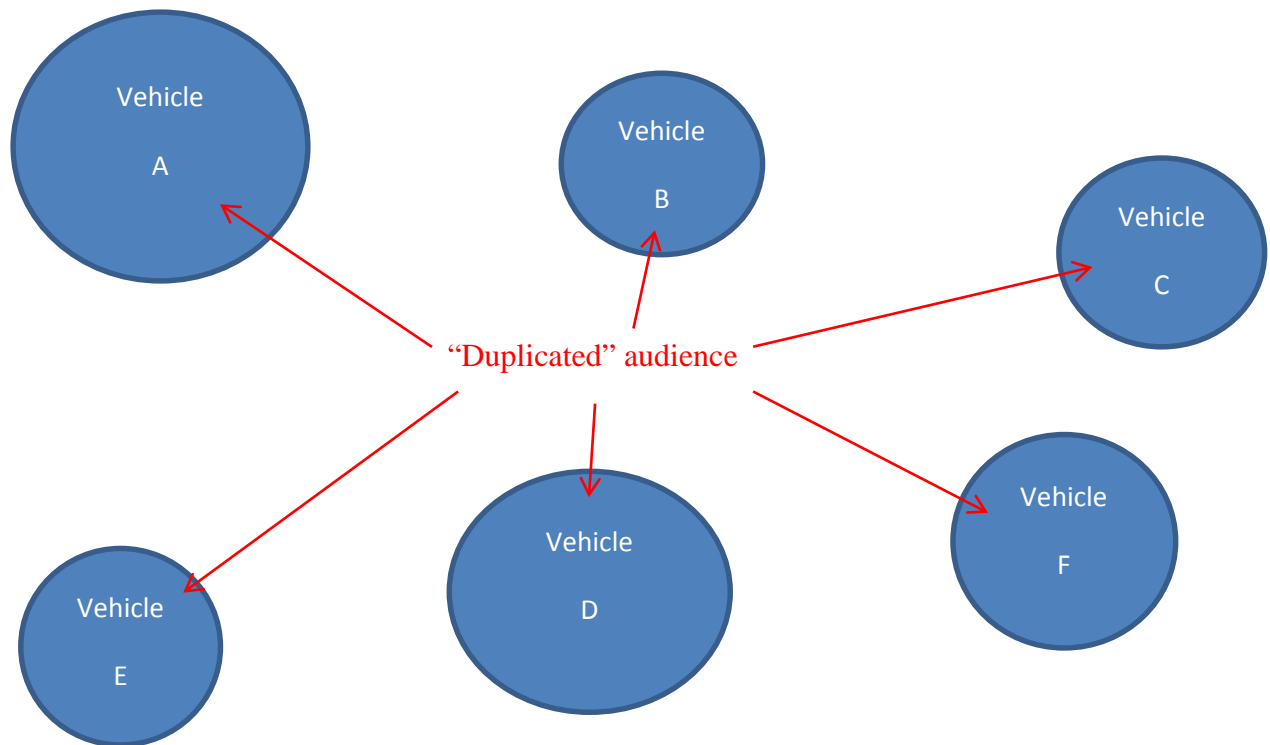
To understand "frequency" we must first understand "gross impressions"

"Gross impressions" – the total number of exposures in a media schedule.

("duplicated" audience)

[Dr. Darrel Muehling]: So if we go back to the venn diagrams that I showed you earlier, the duplicated audience would simply be the count of everybody that's exposed to our ad in vehicle A plus those that were exposed to our ad in vehicle B, C, F, E, G you know whatever. Okay? That's the duplicated audience. That's the gross impressions. Think about it as not being concerned about the overlap.

[On Screen]



[Dr. Darrel Muehling]: To calculate frequency then, we would take this gross impressions number and divide it by reach expressed as the number of households. And you'll be asked to do problems using this formula. By the way, I will probably make some reference to this in the course space, but in case I don't, make note that when it comes time to this final exam, the calculations that you will be doing will be done without having any formula sheets provided to you. So some students in my classroom here would say oh that means we have to memorize formulas. And I guess I could say yes, you do have to memorize formulas. But I'm hoping that you're not in the mode of just memorizing formulas that you can plug numbers in and calculate whatever's being asked on the test. But instead think about what these concepts are. What does frequency really mean? And if frequency were the homes that had been reached at least once, then how many times on average have those homes been reached? I'm hoping that instead of having to memorize a definition and a formula that the formula becomes more of a description-a way of you thinking about and being able to apply the notion of frequency. So here, one definition-one way of formulating frequency is to take these gross impressions and divide it by the homes that have been reached. Again think of this definition of the homes reached. And in this formula, the denominator has reach. So of the homes reached, on average how many times were they reached? I'm gonna come back to frequency in a little bit.

[On Screen]

Frequency

Gross impressions

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Reach (#)

[Dr. Darrel Muehling]: But before we do, let's talk about the last topic for this section, and that's the gross rating point. Another term here with the word gross. But not the same as gross impressions. A gross rating point is one of those things that is difficult to define. It's difficult even though it's quantitative. It's difficult to express. It's more of a relative term than an absolute. And what it's often described as is a summary measure of the intensity of a media schedule. More specifically, it's simply reached, expressed as a percentage. So what percent of our target market has been exposed to our ad at least once times frequency. Of the homes that were reached, on average how many times were they reached? So to talk about GRP, this is one of those terms that's quite often used in discussions. But in media planning they'll ask: well what is your GRP for this media schedule? You need to have this reach expressed as a percentage as well as the frequency number to calculate GRP.

[On Screen]

Gross ratings points (GRP)

- A summary measure of the intensity of a media schedule

$$\text{GRP} = \text{Reach (\%)} \times \text{Frequency}$$

[Dr. Darrel Muehling]: So I'm going to go to the next slide that asks the question: what does a GRP of a certain value mean? And as I alluded to a minute ago, it is truly a relative number. I mean you know one number bigger than another. But is it necessary to be better to be bigger? And what I find helpful is to recognize that we can compare one media plan-one media schedule-against another against another by looking at these GRPs. So we may, for example, have a media plan that is solely advertising on television verses one where we have a mix of advertising on radio outdoor various types of outdoor, in-home, or out-of-home placements whatever. And each of these different media plans or media schedules could have a GRP. Now we can kind of compare one GRP value to another. But even so as I said a moment ago, bigger isn't necessarily better.

[On Screen]

What does a GRP of a certain value mean?

- The GRP figure is a "relative" number that is influenced by both reach and frequency
- It may be compared to other media schedules generating greater or few GRPs

[Dr. Darrel Muehling]: And maybe to make this point a little stronger let's go to the next slide that asks us to consider a GRP of 300. And this GRP of 300, as noted a moment ago, could be generated by having a schedule that's comprised totally of television advertising. Or it could be a GRP that is comprised of half radio and half magazines or whatever. Well in this case if you understand what GRP is, this reach expressed as a percentage times frequency, we could have in the hypothetical case of GRP of 300, we could have reach of 100%. Everybody in our target market has been exposed at least once. And in this case, they would have been exposed 3 times. 100% times 3 is 300. Now also recognize even though in advertising there's sometimes I think its ads for under-arm deodorant. It'll say that it gives 110% protection, we can't have more than 100% reach. If you've reached everybody that's in your target market, 100% is as big as it can go. If you follow this logic, I'm going to go through all of these very quickly. This GRP not only could it be 100% times 3, but it could also be 50%, half of our target market being reached 6 times. Or if I go to the bottom of our screen, a tenth of our target market could be exposed a lot of times, in this case 30 times. So a little bit more about this in just a minute when we talk about reach and frequency strategies. But recognize that if all you were to receive as a media planner, is a number-a GRP of whatever number-that that number is meaningless unless you have some notion of what that calculation comes from whether it's a high reach or a low reach, a high frequency or low frequency. Hopefully I haven't lost you there. If I have, you have the textbook to back me up here a bit. So, why back to frequency? The answer is that there are two ways to describe how to calculate frequency. And so one we've already mentioned could be gross impressions-the total number of exposures divided by the reach expressed as a number of households.

[On Screen]

Consider a GRP of 300

Reach 100% of the target market 3 times

Reach 50% of the target market 6 times

Reach 25% of the target market 12 times

Reach 10% of the target market 30 times

[Dr. Darrel Muehling]: Or, conversely if we know the GRP is the product of reach expressed as a percentage times frequency, then we could also calculate frequency based upon GRPs. Remember this is not the same gross. Gross impressions in one formula. This case its gross ratings point. And also notice that the reach has changed that in the previous formula, the reach was expressed as a number of households or individuals. And now we're looking at reach expressed as a percentage of target market. You'll have an opportunity to do problems. We're not gonna do problems in the video. But hopefully what I've given you here is a good starting point along with your textbook to be able to have you calculate those media problems for the

purpose of understanding these concepts better. I elude to this in your course space that no one-large or small, small advertisers or large advertiser or agency or media people-actually do calculations like this. You know, you're not going to be sitting in your office calculating your frequency by knowing what the formulas are. So, some may ask well if that never happens in the real world, why on earth would you have us do this in this class? And the answer as articulated in the study guide is that it's in my hopes of having you understand the concepts better. We have some notion of what their origins are and how they would work and fit together. So be forewarned that you'll be asked to do some problems on the test as well just for me to test your knowledge.

[On Screen]

Frequency

If  $\text{Reach}(\%) \times \text{Frequency} = \text{GRP}$ ,

An alternative way to measure frequency is:

GRPs

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Reach (%)

[Dr. Darrel Muehling]: So finally is the so-what question. Maybe we should have started with this. So we've got some notion now, hopefully, of what reach and frequency and GRP are. And it's time for us to do some media planning. And what I'm going to leave you with are two slides here, actually three. Two definitions and then one question slide that talk about the strategy. Let's suppose that we are hoping to generate a lot of reach. In other words, our main objective is to reach a large percentage of our target market. Now some of you might say well wouldn't we always want to do that? Yes we would, but recognize the guiding principle promotion recognizes that there are budgetary constraints. So we might love to have a hundred percent reach, but in all reality might have to settle for a lot less. This first strategy that I have here-the reach strategy-is a strategy that attempts to reach as many individuals from our target market as possible. So when we are thinking of media vehicles that we would like to buy time and/or space on, we are trying to have a broad base coverage hopefully reaching more people. Kind of a counter to that next slide is the frequency strategy.

[On Screen]

Reach Strategy

- A media strategy that attempts to reach as many individuals or households from the target market as possible

[Dr. Darrel Muehling]: And here with the frequency strategy even though we'd certainly like to reach everyone, we're going to do a trade-off and be more interested in whoever we reach-whether it's a smaller percentage of our target market-let's make sure we've reached them effectively. And effectively means numerous times. So for frequency strategy as opposed to a reach strategy, the attempt is to reach individuals or households in our target market as many times as possible. Again I recognize I'd be the first to admit that we'd love to have a combination of reach and frequency strategies where we're reaching as many people in our target market as possible with as many exposures as possible too. But there's often this trade-off as demonstrated with our GRP example a moment ago.

[On Screen]

### Frequency Strategy

- A media strategy that attempts to reach individuals or households from the target market as many times as possible.

[Dr. Darrel Muehling]: So here's the last-very last slide-and very last question. It's being asked: so what? And how would you execute a reach strategy or a frequency strategy? Is that clear to you? Let's suppose that your superior-your supervisor-says you okay, I'm gonna give you-I'm gonna trust you with this task of developing a media plan for this local retail. What they're most interested in is maximizing their reach. What would you do? What would you buy? How would you buy? And if you're following along with what we've discussed so far, I think you would recognize that you probably want to place your ads in a number of different media because you don't want to put all your eggs in one basket as they say. If people-and I've got students in my classes here in Pullman-don't even own a television. If I were placing all of my ads on TV, it's not likely that I'm going to reach those individuals. So I've got to reach them where they are. And if they're not watching TV, then maybe they're listening to radio. And if they're listening to radio, what radio format? Are they listening to Christian, rock, talk, whatever? I can't isolate and assume that it's only one type of radio format. I'm gonna have to have different formats. So following along here, the reach strategy how you would execute it would be multiple media vehicles-a variety of media vehicles and different times of the day in hopes to reflect the different behaviors-different media behaviors-of that your consumer market might exhibit. The flip side of that would be a frequency strategy. I might be in a situation where I've got a very technical product, I want to make sure that I've communicated clearly what this product does. And so I am willing to give up some individuals from my target market. In other words, not be executing a reach strategy in hopes of reaching maybe a smaller percentage of those individuals effectively-reaching them numerous times. That would be a frequency strategy. So in contrast to a reach strategy, what would we do to execute a frequency strategy? Here, we may isolate just a few vehicles, ones obviously that we'd hope our target market is most likely exposing themselves to, and then placing numerous ads in those vehicles. So in contrast to reach where we've got many, many vehicles and fewer times of exposure, frequency strategy would be fewer



vehicles but numerous times that individuals exposed to those vehicles would be exposed to our advertising. So that's where I'm going to stop for today's lecture. This is actually part one of three parts of the media discussion. If you think that you're done with the media calculations, think again. We still have some other quantitative elements to talk about. But I think this is probably a good starting point, don't want to overwhelm you. So we'll stop here, and then we'll proceed with the second video shortly. Have a nice day, we'll talk to you soon, bye.

[On Screen]

How would you execute:

- A reach strategy?
- A frequency strategy?