Media Plan

Student Name

Kaplan University

Unit 3 GB531 Advertising

Dr. Rita Gunzelman

Month, Day, Year

Media Plan

In this first section, provide a brief summary of the purpose of this media plan. Below is the format for a typical media plan except for the Media Scheduling section, which has been removed for the purposes of this Assignment. Before you submit your completed Media Plan, change all red font (Ctrl A selects all text) to black.

**Marketing Analysis**

Include a sentence or two about the marketing analysis. This is the bigger picture portion of the media plan that ensures the subsequent advertising analysis is integrated and in harmony.

**Fundamental Marketing Strategy**

Xxxxx

**Demographic characteristics**

Xxxx

**Lifestyle characteristics**

Xxxx

**Geographic location(s)**

Xxxx

**Level of product usage**

Xxxx

**Product Benefits and Differentiating Characteristics**

Xxxx

**Pricing Strategy**

Xxxx

**Competitive Environment**

**Market share**

Number and competitive market share of product category firms

**Regulatory and economic factors**

Describe the regulatory and economic situation currently facing the product category.

**Advertising Analysis**

**Fundamental Advertising Strategy**

Xxxxx

**Product awareness goals**

Xxxx

**Target audience(s) advertising weight**

Xxxx

**Budget**

**Allocation to marketing communication mix**

Xxxx

**Allocation by media category**

Xxxx

**Allocation by media vehicle**

Xxxx

**Media Strategy**

**Match Media Vehicles with Target Audience**

Describe the relationship between the media vehicles and the target audience media preferences.

**Creative and Communication Considerations**

**Product demonstrations**

Xxxx

**Complex message**

Xxxx

**Daypart and/or seasonal requirements**

Xxxx

**Media compatibility**

Describe the media compatibility with message themes and competitive considerations.

**Justification and Summary**

Include goals, how to measure achievement, contingences, etc. This is the perfect place to mention how the media plan addresses both the advertising strategy and the integrated marketing strategy.

References

Lane, W. R., King, K. W., & Reichert, T. (2011). *Kleppner’s advertising procedure* (18th ed.). Upper Saddle River, NJ: Prentice Hall.