

M.Com sem 1–

Advertising Planning and Media Strategy

Unit–2 Study Material | Weightage: 30%

1. Advertising Planning

Meaning

Advertising planning is the **systematic process of deciding advertising objectives, target audience, message, media, budget and timing** to achieve desired marketing and communication goals.

Definition

Advertising Planning may be defined as the process of determining **what advertising is to be done, for whom, through which media, at what cost and during what period.**

Importance / Advantages of Advertising Planning

1. **Clear Objectives** – It helps the organization establish clear advertising goals.
2. **Proper Targeting** – It identifies the appropriate target audience.
3. **Effective Budget Utilization** – It helps control unnecessary advertising expenditure.
4. **Right Media Selection** – It helps select the most suitable media.
5. **Better Coordination** – Advertising activities can be coordinated with marketing activities.
6. **Efficient Scheduling** – It determines when and how frequently advertisements should appear.
7. **Performance Evaluation** – Results can be compared with predetermined objectives.
8. **Competitive Advantage** – A well-planned campaign can help a brand compete effectively.

Disadvantages / Limitations of Advertising Planning

1. **Costly Process** – Detailed research and planning can be expensive.
2. **Time-Consuming** – Effective planning requires considerable time.
3. **Uncertainty** – Consumer behaviour cannot always be predicted accurately.
4. **Changing Media Environment** – New technologies and platforms continuously emerge.

5. **Difficulty in Measurement** – The exact effect of advertising on sales may be difficult to determine.
 6. **External Factors** – Economic conditions, competitors and market changes can affect results.
 7. **Overdependence on Data** – Excessive dependence on data may ignore creativity and human judgement.
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2. Advertising Media

Meaning

Advertising Media refers to the various channels or platforms used by advertisers to communicate advertising messages to their target audience.

Definition

Advertising media can be defined as **the means through which an advertising message is transmitted from the advertiser to the intended audience.**

Examples include newspapers, magazines, television, radio, billboards, websites and social media.

3. Evolution of Mass Media in India

The development of mass media in India can broadly be understood through the following stages:

Stage 1 – Print Media

Print media developed as one of the earliest forms of mass communication.

Major forms:

- Newspapers
- Magazines
- Journals
- Periodicals
- Brochures
- Leaflets

Print media continues to be important for local, regional and specialized advertising.

Stage 2 – Broadcasting Media

Broadcasting expanded the reach of advertising through **radio and television**.

Major forms:

- Radio
- Television

Broadcasting made it possible to reach large audiences simultaneously through sound and audiovisual communication.

Stage 3 – Non-Media Advertising

Non-media methods communicate directly or indirectly with consumers without relying exclusively on traditional mass-media channels.

Examples:

- Direct marketing
- Sales promotion
- Events
- Exhibitions
- Outdoor advertising
- Point-of-purchase displays
- Public relations
- Sponsorships

Stage 4 – Online Advertising

The growth of the internet transformed advertising.

Major forms:

- Search engine advertising
- Social media advertising
- Display advertising
- Video advertising
- Email advertising
- Mobile advertising
- Influencer marketing
- Website advertising

Stage 5 – AI-Focused Advertising

The latest development is the use of **Artificial Intelligence (AI)** in advertising.

AI enables advertisers to use data and technology for:

- Audience targeting
- Personalization
- Content generation
- Predictive analysis
- Campaign optimization
- Automated advertising decisions

Evolution at a Glance

Print Media → Broadcasting Media → Non-Media → Online Advertising → AI-Focused Advertising

4. Print Media

Meaning

Print media consists of advertising channels in which the message is presented in **printed form**.

Examples

- Newspapers
- Magazines
- Journals
- Brochures
- Catalogues
- Leaflets

Advantages

1. Provides detailed information.
2. Useful for local and regional markets.
3. Can target specialized audiences through magazines.
4. Readers can refer to the advertisement later.
5. Suitable for classified and informational advertising.

Disadvantages

1. Limited audio-visual impact.
2. Newspapers have a short life.
3. Printing and distribution costs can be high.
4. Limited interaction with consumers.
5. Increasing competition from digital media.

5. Broadcasting Media

Broadcasting media primarily includes **radio and television**.

Radio

Advantages

- Relatively economical
- Wide geographical coverage
- High repetition possible
- Useful for local advertising

Disadvantages

- No visual presentation
- Audience attention may be limited
- Message may be forgotten quickly

Television

Advantages

- Combines sound, visuals and motion
- High communication impact
- Suitable for product demonstrations
- Can reach a mass audience

Disadvantages

- Expensive
 - Production costs can be high
 - Advertising time is limited
 - Audience fragmentation is increasing
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6. Non-Media Advertising

Non-media advertising involves promotional communication through methods other than conventional mass media.

Important Forms

1. Outdoor Advertising

Billboards, hoardings, posters and transit advertising.

2. Direct Marketing

Communication directly with individual customers through mail, telephone, SMS or other channels.

3. Sales Promotion

Coupons, discounts, contests, samples and special offers.

4. Events and Exhibitions

Organizations communicate with customers through exhibitions, trade fairs and promotional events.

5. Point-of-Purchase Advertising

Promotional material displayed where customers make purchasing decisions.

Advantages

- Direct communication
- Better targeting
- Immediate response can be generated
- Useful for specific market segments

Limitations

- Limited mass reach
 - Can require substantial operational effort
 - Effectiveness may be difficult to measure in some cases
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7. Online Advertising

Meaning

Online advertising is advertising conducted through **internet-based platforms and digital channels**.

Major Forms

1. Search Engine Advertising
2. Social Media Advertising
3. Display Advertising
4. Video Advertising

5. Email Advertising
6. Mobile Advertising
7. Influencer Advertising
8. Website Advertising

Advantages

- Global reach
- Precise targeting
- Flexible budget
- Real-time measurement
- Interactive communication
- Personalization
- Quick modification of campaigns

Disadvantages

- High competition
 - Privacy concerns
 - Ad blocking
 - Fake or misleading online content
 - Negative feedback can spread quickly
 - Requires continuous monitoring
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8. Media Selection

Meaning

Media Selection is the process of choosing the most appropriate advertising medium or combination of media for communicating an advertising message to the target audience.

Example

If a company wants to target young urban consumers, it may select:

Instagram + YouTube + Search Advertising + Influencer Marketing

instead of relying only on newspapers.

9. Factors Influencing Media Choice

1. Target Audience

The advertiser must determine **who** should receive the message.

2. Advertising Objective

The choice depends on whether the objective is:

- Awareness
- Information
- Persuasion
- Reminder
- Sales generation

3. Nature of Product

A product requiring visual demonstration may benefit from television or video advertising.

4. Advertising Budget

The available budget strongly influences media selection.

5. Reach

The advertiser considers how many target customers can be reached.

6. Frequency

The advertiser considers how often the audience should see or hear the advertisement.

7. Geographic Coverage

Local, regional, national or international campaigns require different media choices.

8. Nature of Advertising Message

Complex messages may require media that allow detailed communication.

9. Competition

Competitor media usage and advertising intensity may influence the decision.

10. Timing

Seasonal products may require media that can provide rapid and flexible scheduling.

11. Cost Effectiveness

The advertiser should select media that provide maximum value for the available budget.

12. Measurement and Analytics

Digital platforms are often preferred when detailed performance measurement is important.

10. Media Planning

Meaning

Media Planning is the process of determining **which media should be used, how much should be spent, when advertisements should appear and how frequently they should reach the target audience.**

Objectives of Media Planning

- Reach the target audience
- Achieve suitable frequency
- Optimize advertising expenditure
- Select an appropriate media mix
- Determine timing and duration
- Improve campaign effectiveness

Basic Media Planning Process

Situation Analysis

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Advertising Objectives

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Target Audience

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Media Selection

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Budget Allocation

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Media Scheduling

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Campaign Execution

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Evaluation

11. Media Scheduling

Meaning

Media scheduling refers to deciding **when advertisements will be released and how frequently they will be shown during a particular period.**

Types of Media Scheduling

A. Continuity

Advertising is conducted continuously throughout the campaign period.

Example:

A daily-use product advertised every month throughout the year.

Suitable for: Regularly purchased products.

B. Flighting

Advertising is conducted during selected periods, followed by periods with little or no advertising.

Example:

Advertising → No Advertising → Advertising → No Advertising

Suitable for: Seasonal products and limited budgets.

C. Pulsing

Pulsing combines continuity with increased advertising during important periods.

Example:

A company advertises throughout the year but increases advertising during festivals.

Suitable for: Products with regular demand but seasonal peaks.

12. AI-Focused Advertising

Meaning

AI-focused advertising refers to the use of Artificial Intelligence technologies to **create, target, personalize, deliver, optimize and evaluate advertising campaigns**.

Applications of AI in Advertising

1. Audience Targeting

AI can analyse customer data and identify relevant audience segments.

2. Personalization

Advertisements can be customized according to customer interests and behaviour.

3. Content Creation

AI tools can assist in generating:

- Advertisement copy
- Images
- Video concepts
- Headlines
- Product descriptions

4. Predictive Analytics

AI can help predict customer responses and campaign performance.

5. Automated Bidding

AI-based systems can automatically adjust digital advertising bids according to campaign objectives.

6. Chatbots

AI chatbots can interact with customers and provide immediate responses.

7. Campaign Optimization

AI can analyse campaign performance and suggest changes to improve results.

8. Recommendation Systems

AI can recommend relevant products or advertisements based on customer behaviour.

Advantages of AI-Focused Advertising

1. Better audience targeting
2. Greater personalization
3. Faster content creation
4. Data-based decision-making
5. Improved campaign optimization
6. Potential cost efficiency
7. Real-time analysis
8. Better customer engagement

Limitations / Challenges

1. Data privacy concerns
 2. Ethical issues
 3. Algorithmic bias
 4. Dependence on technology
 5. Need for human supervision
 6. Risk of inaccurate AI-generated content
 7. Transparency concerns
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13. Important Difference: Media Selection vs Media Planning

Basis	Media Selection	Media Planning
Meaning	Choosing suitable media	Overall process of designing media use
Main Question	Which media?	Which media, when, how often and how much?
Scope	Narrower	Wider
Focus	Choice of medium	Complete media strategy

Example

Selecting Instagram and TV

Allocating budget and
scheduling Instagram and
TV

14. Examination-Oriented Questions

Short Questions

1. Define advertising planning.
2. State any four advantages of advertising planning.
3. State any four limitations of advertising planning.
4. Define advertising media.
5. What is print media?
6. What is broadcasting media?
7. What is non-media advertising?
8. Define online advertising.
9. What is media selection?
10. State the factors influencing media choice.
11. Define media planning.
12. What is media scheduling?
13. Explain continuity scheduling.
14. Explain flighting.
15. Explain pulsing.
16. What is AI-focused advertising?
17. State any five applications of AI in advertising.

Long Answer Questions

1. Explain the meaning, advantages and disadvantages of advertising planning.
2. Define advertising media and explain the evolution of mass media in India.
3. Explain print media, broadcasting media, non-media and online advertising.
4. Discuss the factors influencing media selection.
5. Explain the process of media planning.
6. Explain the different types of media scheduling with suitable examples.
7. Discuss the role of AI in modern advertising.
8. Explain the advantages and limitations of AI-focused advertising.
9. Distinguish between media selection and media planning.
10. Prepare a suitable media plan and schedule for a hypothetical advertising campaign.