

CFAM4.2.3

Develop a media plan for advertising products/services



Overview

This is about preparing a media plan in line with an agreed media strategy and which complements/enhances the creative solution.

This unit is recommended for those involved in marketing communications with responsibility for preparing media plans to fulfil the agreed advertising objectives of an organisation. Such personnel might be employed by an agency/consultancy, or directly by the organisation.

CFAM4.2.3

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Performance criteria

- You must be able to:*
- P1 confirm the advertising objectives, budget and media strategy for the products/services to be advertised
 - P2 evaluate the media type(s) most appropriate towards realising the advertising objectives, taking into account the target customers, the nature of the products/services, type(s) of message and costs
 - P3 evaluate possible media vehicles, assessing their media impact and costs, taking into account the quality and attention of their audience
 - P4 determine the schedule and pattern of the advertising in line with advertising objectives and to ensure the cost effective spend of the advertising budget
 - P5 recommend and agree with key stakeholders the media type(s), vehicles and schedule preferred in realising the advertising objectives
 - P6 forecast accurately the anticipated response outcomes from the media plan, and ensure that responses can be handled adequately
 - P7 establish monitoring procedures to confirm that agreed schedules are fulfilled

CFAM4.2.3

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the role of advertising within an overall marketing strategy
- K2 key communications platforms to which customers are exposed, including, for example, the internet, television and magazines
- K3 the importance of media planning to the success of an advertising strategy
- K4 the areas to be addressed within a media plan
- K5 the importance of reach, frequency and impact in achieving advertising objectives, and the relative advantages and limitations in these respects of the main advertising media types
- K6 the role of each medium in a consumer's life, and when, where and in what mode each medium is normally consumed
- K7 different patterns within media scheduling and the circumstances when these are most effective
- K8 how to identify potential risks in relation to the achievement of objectives
- K9 the importance of examining regularly the relative impact and costs associated with different types of media, and vehicles within these, and how to do this
- K10 the importance of consulting with colleagues and other stakeholders during the development of the media plan and how to do this effectively
- K11 how to develop measures and methods for monitoring achievement of the media plan

You need to know and understand:

Industry/sector specific knowledge and understanding

- K12 regulatory, ethical and code of practice requirements impacting upon advertising practice in the organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K13 the market in which the organisation works and its products/services
- K14 the organisation's target customers and their media habits
- K15 the advertising strategy for the organisation's products/services
- K16 the organisation's principal competitors, and the key features of their advertising strategies
- K17 colleagues and other key stakeholders, and their needs and expectations
- K18 processes for consultation within the organisation
- K19 source of information that can aid monitoring and evaluation

CFAM4.2.3

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Additional Information

Behaviours

1. You present information clearly, concisely and accurately, explaining technical terms and avoiding jargon
2. You communicate media plans clearly and ensure understanding
3. You present information and arguments convincingly, identifying the value and benefits of a proposed course of action
4. You generate imaginative ideas
5. You demonstrate behaviour which promotes teamwork, showing respect, helpfulness and
6. How to identify potential risks in relation to the achievement of objectives
7. The importance of examining regularly the relative impact and costs associated with different types of media, and vehicles within these, and how to do this
8. The importance of consulting with colleagues and other stakeholders during the development of the media plan and how to do this effectively
9. How to develop measures and methods for monitoring achievement of the media plan

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Developed by	CFA Business Skills @ Work
Version number	1
Date approved	April 2010
Indicative review date	April 2012
Validity	Current
Status	Original
Originating organisation	Chartered Institute of Marketing
Original URN	NM4.2.3
Relevant occupations	1132 Marketing & Sales Managers 3543 Marketing Associates; Communications Officer
Suite	Marketing; Local Government Skills
Key words	Marketing, sales, marketing management, market research, advertising, public relations, Social Media