

Media Guides



For use with Mediaplanner for Touchpoints

TV

Channels: Double-clicking on a channel will allow you to view or amend the spot plan

Spots: The number of spots on each channel, allocated by natural delivery*, when you input GRPs

Week Count: Duration of campaign in weeks

****GRPs:** Total number of Gross Rating Points. (Reach x Frequency)

GRPs are the currency to use when building your TV plan

Insertions	Spots	Week Count	Reach [000]	Reach %	Total GRPs	Total Impacts [000]	Avg Frequency
ITV1	23	4	23688	49.56	108.68	51942	2.19
C4	57	4	23132	48.40	101.62	48571	2.10
five	85	4	18157	37.99	100.30	47938	2.64

	Total Uses	Reach [000]	Reach %	Total GRPs	Total Impacts [000]	Avg. Frequency	Effective Delivery% (4+)	Exclusive Reach %
Total	-	47,145	98.64	816.11	390,061	8.27	81.24	-
TV	165	36,056	75.44	310.60	148,451	4.12	43.78	6.13
National Newspapers	1	25,444	53.24	100.00	47,795	1.88	0.00	1.56
Radio	19	18,469	38.68	105.51	50,430	2.73	16.63	0.72
Cinema	99.76%	18,776	39.28	100.00	47,795	2.55	13.00	0.68
Outdoor	0.83%	18,818	39.37	100.00	47,795	2.54	16.31	0.73
Internet	100.39%	22,581	47.25	100.00	47,795	2.12	14.17	1.11

Media Types

- ALL
- TV
- National Newspapers
- Radio
- Cinema
- Outdoor
- Internet

Group Vehicles

Media Types: Specify which media you require when entering values. It shows appropriate, relevant input headings

Exclusive Reach: The percentage of the target audience reached by TV only. This column can be toggled on or off via the Layout menu

Reach (000)/Reach %: The number of Adults 15+ who were exposed to the campaign, expressed in thousands & percentage of the population. In essence, Net Reach

GRPs: Total number of Gross Rating Points delivered (Reach x Frequency)

Impacts: A sum of the total number of occurrences that any spot in the campaign was seen, expressed in thousands. In essence, Gross Reach

Avg. Frequency: The average number of times people who are exposed to the campaign see a spot.

Effective Delivery: The percentage of people who were exposed at least 4 times to the campaign.

*Spots are scheduled in accordance with each channel's rating by daypart
 **Otherwise known as Television Ratings, or TVRs

TV viewing in the UK is measured by BARB (Broadcasters Audience Research Board). BARB record which channels and programmes are being watched, by whom and for how long on a minute by minute basis.

Strengths of TV

- People are watching more TV than ever before. In October 2010 the average person watched 17 hours and 56 minutes of commercial TV per week, up from 16 hours and 55 mins in October 2009 (source: Thinkbox).
- There are more ways to view TV – PVRs, HDTV, etc
- It is a broadcast medium ideal for reaching mass audiences such as Housewives
- It achieves high coverage & frequency quickly, especially if terrestrial channels are included
- Adverts have high impact – all singing all dancing moving pictures in colour with sound
- TV is a shared experience – TV is the most talked about medium
- TV can be niche due to the proliferation of multi channel options
- It offers regionality
- It offers daypart & day of week flexibility

Example of Heavy, Medium & Light TV campaigns

- Heavy: 800 TVRs over 4 weeks (90% 1+ coverage, 71% 4+ coverage)
- Medium: 300 TVRs over 4 weeks (81% 1+ coverage, 38% 4+ coverage)
- Light: 100 TVRs over 4 weeks (58% 1+ coverage, 6% 4+ coverage)

Cover Guide for Commercial TV (Source: IPA). Adult CPT £3.65

To get REACH of:	20%	40%	60%	80%
Input GRPs	↓	↓	↓	↓
All Commercial Terrestrial	20	49	100	400
All Extra TV Channels	24	60	180	800

Target: The target audience (Adults)

Insertions: Number of insertions on each publication

Insertions are the currency to use when building your Press plan

Readership (000s): This is the NRS currency – Average Issue Readership

Readership %: The readership of each publication/the total size of the target audience

Press

Insertions	Readership [000]	Readership %	CPT	Unit Cost
Daily Express	755	3.07	26.50	20,000.00
The Sun	3,348	13.64	8.40	30,000.00
The Times	685	2.79	43.79	30,000.00
Aberdeen Press & Journal	128	0.52	39.19	5,000.00
London Ev. Standard	258	1.05	58.06	15,000.00
Yorkshire Post	75	0.31	53.30	4,000.00
Grazia	471	1.92	21.25	10,000.00
Heat	1,472	6.00	13.59	20,000.00
Woman's Own	1,052	4.28	14.26	15,000.00
Psychologies Magazine	249	1.01	80.48	20,000.00

Total Uses	Total Reach [000]	Total Reach %	Total GRPs	Total Impacts [000]	Avg. Frequency	Total Cost
10	7,134	29.07	34.60	8,491	1.14	169,000.00
3	4,693	19.12	19.51	4,797	1.02	90,000.00
3	460	1.87	1.88	461	1.00	24,000.00
4	2,902	11.82	13.31	3,243	1.12	65,000.00

Unit Cost: The cost of purchasing 1 insertion on each publication

CPT: The cost of 1000 exposures on each publication (Unit Cost/Readership 000s)

Total Cost: The total cost of this schedule

Avg. Frequency: The average number of times that your target audience will be exposed to this schedule (Total Impacts/Reach 000s)

Total Uses: Total number of insertions in this press schedule

Reach (000s): The number of adults reached by the whole schedule, expressed in thousands

Reach %: The % of your target audience reached by the whole schedule and by each press vehicle.

Total GRPs: Total Gross Rating Points (Reach x Avg. Frequency)

Total Impacts (000s): The total number of exposures of the target audience to the schedule.

Press

Strengths of National Press

- 37 million people read a national newspaper every week. 83% of all GB adults read a national daily in a typical month.
- High coverage at a low cost
- Appropriate for most media strategies

Cover guide for National Press (Source: IPA) Adult CPT = £1.70

	To get REACH of:	20%	40%	60%	80%
	Input GRPs	↓	↓	↓	↓
Strengths of Magazines	Based on 6 titles*	20	60	298	2214

- High coverage and frequency
- Long shelf life, the “pass along” factor
- Trusted and emotional relationship with readers
- Advertising considered an integral and appreciated element
- Reader is in control of consumption, therefore in a receptive mood

Cover guide (women) for Magazines (Source: IPA) Adult CPT = £3.69

	To get REACH of:	20%	40%	60%	80%
	Input GRPs	↓	↓	↓	↓
	All women's weeklies/monthlies	23	60	200	5000

Strengths of Regional Press

- Potential to reach 80% of UK population
- Brand diversification – website equivalents
- Low cost to entry

Cover guide for JICREG (Source: IPA)

	To get REACH of:	20%	40%	60%	80%
	Input GRPs	↓	↓	↓	↓
	All JICREG titles	25	60	800	n/a

Radio

Week Count:
Duration of campaign in weeks

GRP's: Total number of Gross Rating Points. (Reach x Frequency)

GRP's: GRPs are the currency to input in order to automatically produce a radio plan

Impacts: A sum of the total number of occurrences that any spot in the campaign was seen, expressed in thousands. In essence, Gross Reach

Insertions	Spots	Week Count	Reach [000]	Reach %	Total GRPs	Total Impacts [000]	Avg Frequency	Base CPT	CPT	Total Cost
95.8 Capital Radio	856	4	2,247	4.70	99.94	47,766	21.26	1.50	1.50	71,648.52
Virg							30.82	1.50	1.50	71,676.20
Talk							13.97	1.50	1.50	71,531.24
Smc							48.64	1.50	1.50	71,667.12
Cho							55.65	1.50	1.50	71,677.69
Total	10,276	7,120	14,900	499.63	238,801	33.54	358,200.78			

Spot Plan: Double-clicking on a channel will allow you to view or amend the spot plan

Base CPT: The cost per thousand adult impacts

Radio

Radio listening is measured by RAJAR (Radio Joint Audience Research) jointly owned by the BBC and the CRCA. RAJAR data is issued quarterly and measures radio listening for 5 minutes or more across a week using a paper diary. All people 10 years+ in the UK are included. Adults are 15+

Strengths of Radio

- 90% penetration of All Adults 15+ (RAJAR Q3 2010)
- A local or national medium
- Regarded as 'the frequency medium'
- Available in a variety of platforms reaching audiences wherever they are FM/AM/DAB/Internet/TV/Mobile
- The biggest reaching medium in the mornings (TouchPoints 2010 18% of Adults)
- Regarded as a friend, radio is entertainment while otherwise engaged with chores or driving.
- Has a multiplier effect when used with other media (Millward Brown Awareness Multiplier Study)

Example of Heavy, Medium and Light campaigns

Radio is generally planned at frequency levels per week. The below guides are based on optimal schedules on a national plan over 4 weeks

- Heavy: 950 GRP's 50% reach 6+ OTH per week over 4 weeks
- Medium: 500 GRP's 45% reach 4 OTH per week over 4 weeks
- Light: 200 GRP's 40% reach 2 OTH per week over 4 weeks

Cover Guide for Commercial Radio (Source: IPA)

To get REACH of:	20%	40%	60%	80%
Input GRPs	↓	↓	↓	↓
All Commercial Radio	23	100	600	7000

Online

Week Count:
Duration of campaign in weeks

Impacts: A sum of the total number of occurrences that any spot in the campaign was seen, expressed in thousands. In essence, Gross Reach

Av. Daily Contacts: The average number of daily page views

GRP's: Total number of Gross Rating Points. (Reach x Frequency)

GRP's: GRPs are the currency to input in order to automatically produce an online plan

Mediaplanner v2.4.0 Release 185 [Untitled]*

File Edit View Select Wizards Options Toolbars Help

Rank Single schedule Multi Schedule Cumulative Cover Optimise Timeplan Period Curves Target Media Cost Layout Sort Graph What If.. Frequency

Target All Adults (15+)
Survey Touchpoints 2008 Integrated Planning Database
Weight Respondent Weight
Display All Weeks

Population 47,795 (000) (100.0% of Comp Base)
Sample Size 49,784
Comp. Target All

Insertions	Week Count	Total Impacts [000]	Av. Daily Contacts [000]	Total GRPs	Reach %	Base CPT	CPT	Total Cost	Avg Frequency
Amazon (Website)	1	11,949	1,897	25.00	16.47	1.80	1.80	21,507.77	1.52
AOL (Website)	2	11,949	982	25.00	8.40	1.80	1.80	21,507.76	2.98
BBC (Website)	1	11,949	3,208	25.00	17.88	1.80	1.80	21,507.77	1.40
Facebook (Website)	1	11,949	2,154	25.00	13.54	1.80	1.80	21,507.76	1.85
Google (Website)	1	11,949	8,795	25.00	20.23	1.80	1.80	21,507.77	1.24
Yahoo (Website)	1	11,949	2,223	25.00	15.20	1.80	1.80	21,507.76	1.64

Total Uses	Reach [000]	Reach %	Total GRPs	Total Impacts [000]	Avg. Frequency	Total Cost
-	24,578	51.42	150.00	71,693	2.92	129,046.59

Horizontal Vertical

Plan Mode: Single schedule...

Reach (000): The total number of your target audience exposed to the campaign, expressed in thousands

Reach %: The percentage of your target population who are exposed to the campaign

Avg. Frequency: The average number of exposures that your target consumes (GRPs/Reach %).

Internet data comes from UKOM (UK Online Measurement). This is a nationally-representative panel providing monthly audience data on over 10,000 internet brands. The panel is comprised of approximately 35,000 UK consumers, based both at home and at work, who are recruited both online and offline.

Strengths of Online

- Low cost to entry
- Easily measurable and accountable
- High reach with limited waste
- Creative scope, viral marketing, “word of mouth”
- Search engines mean adverts find you when you want them, on topics you are actively searching for

Cover Guide for Online (Source: IPA)

To get REACH of:	20%	40%	60%	80%
Input GRPs	↓	↓	↓	↓
Top 25 named sites by ave. daily contacts	60	25000	n/a*	n/a*

*It is impossible to reach 80% of the population on a sole internet plan as only 78% of the population have accessed the internet in the past 12 months