



WASHINGTON MEDIA SCHOLARS – Tutorial Script

Slide 1: *Welcome to the 2019 Media Plan Case Competition. This tutorial describes basic media terminology and case specific background information. You should find everything you need to compete in the qualification round right here. So let's get started.*

Slide 2: *The case asks you to assume the role of a recent college graduate who works under the vice president of marketing of the Central Coast Seabirds, a major league baseball team. The team's owner, Maria Delis, has informed you that she had allocated a \$1.35 million to build public support for a new stadium for the team. Your goal is to decide how the money should be allocated among nine different types of media vehicles in order to:*

- 1. Increase awareness of the Seabird Waterfront Stadium Development Project among current Seabird core fans*
- 2. Stimulate civic engagement, for example by writing/calling local city council representative*
- 3. Encourage Seabird core fans to continue their support of the Central Coast Seabirds.*

Your job is to make sure the message reaches the Central Coast Seabirds' target audience; not to create the message.

Before diving into your media plan, you should develop a general understanding of the key concepts and overall goals of a media plan.

Slide 3: *A good media plan answers three questions:*

- 1. How much does it cost and how many impressions are you creating?;*
- 2. Who is your target audience?; and*
- 3. What is the most cost-effective media mix to reach your target audience?*

Let's tackle these one at a time.

Slide 4: *How much does it cost and how many impressions are you creating?*

Slide 5: *First, start with the basics. What is an impression? It's the term advertisers use to quantify the number of people who have the opportunity to see your advertising. One standard measure of impressions is a cost-per-thousand, or C-P-M, which is the cost to reach 1,000 persons of a defined universe one time. We've given you two universes for this case: all Central Coast adults 18+ and Central Coast Seabird core fans consumers. Here's an example of what these terms mean in the context of a media plan.*

Slide 6: *There are 9 media vehicles at your disposal. Each of these vehicles has a unique CPM, as seen in the A18+ CPM column. CPM's vary by media and by period of time within the same media due to all kinds of factors such as available inventory, audience size, time of year, and more. It's not important for the qualification round to understand the intricacies of pricing, just be aware that pricing varies for many reasons and that the cheapest option is not necessarily the best option.*

In order to calculate the total number of A18+ impressions, we've arbitrarily allocated \$150,000 to each media vehicle. Simply divide the budget by each respective media vehicle's CPM to get your total A18+ impressions. Clearly you'll notice that some media vehicles get more bang for the buck.

Slide 7: *Now that you understand impressions and CPM's, take a look at the media plan worksheet to see how these concepts help you answer the question "How much does it cost and how many impressions are you creating?". Note your budget totals in column A, CPMs in column C, and the respective A18+ impressions in column G. Also note that the budget and impressions can be aggregated across all media vehicles, giving you bottom line totals for your media plan. An average A18+ CPM of \$19 is derived from these totals.*

Easy enough? Not so fast.

Slide 8: *Impressions are not created equal. You need a better understanding of your target audience before building your media plan.*

Slide 9: *For the qualification round, we've already determined that Seabird core fans are the target audience for you: Adults 18+ in the Central Coast market that have watched or listened to and attended Sea Birds Games in the past 12 months. As you can see, this is about 14.9% of the total Central Coast population, or 1.1 million adults who are identified as Seabird core fans*

We use a variety of media and consumer based research surveys that you will be exposed to throughout the course of this competition. We use this data to help us learn as much as possible about our target. The best prediction of how somebody's going to behave in the future is how they have behaved in the past. Learn more about these research tools through the tutorial text on the WMS website; but, for now, let's take a closer look at your target audience: Seabird core fans.

Slide 10: *It is important to understand the difference between Seabird core fans and the Central Coast A18+ population. Remember your goals for this client; they are all specific to current Seabird core fans. You're not trying to attract new Seabird core fans; though any increase in your target population would be a collateral gain. Seabird core fans use media, just like other Central Coast adults. However, the difference in media usage between Seabird core fans and the A18+ population is the significant distinction that we are interested in exploiting. Here we can easily compare media usage habits. Roughly 13% of the prime access television audience is also Seabird core fans, but 23.2% of the Daily Newspaper online readers audience is Seabird core.*

Slide 11 and 12: *Using the first data row from the media plan worksheet, you have \$150,000 allocated for Late Night Television at a \$15 CPM. This means, for every \$15 you spend in late night TV, 1,000 persons over the age of 18 have the opportunity to see your ad. So, by budgeting \$150,000 for late night TV you will create nearly 10 million adult 18+ impressions. However, remember that there is more to our target audience than simply age. Notice that only 15.6% of those adults 18+ are Seabird fans. Using this qualitative analysis, we can calculate a Sea Bird core fan CPM, which is roughly \$96; in other words the same \$150,000 of late night TV would create 1.56 million Seabird fan impressions.*

The quantifiable difference in media usage is known as an efficiency gain; meaning some media vehicles more effectively reach your target audience than others.

Slide 13: *So, now you know your target and how to quantify expected media usage. Let's move on to the final question: What is the most cost-effective media mix to reach your target audience? Remember that this is not just a math problem with an end sum that represents the "correct" answer; there is added value in using multiple media vehicles along with the qualitative target audience research provided.*

Slide 14: *There are a couple more media terms that will help you build your media plan. Along with impressions and CPMs, media buyers also use ratings and gross rating points, or G-R-Ps. Ratings are simply impressions expressed as a percentage of the desired universe. GRPs are the sum of all impressions in a media schedule expressed as a percentage of the defined population.*

Slide 15: *Going back to the worksheet, you'll see all of these elements displayed. We've evenly distributed the \$1.35 million budget across all 9 media vehicles to get you started. Note at the bottom your buy has 976 adults 18+ GRPs.*

Slide 16: *This number is found by dividing the total number of Adult 18+ impressions, 72,344,395, by the total Adult 18+ population of 7,411,361. Notice that we can calculate a Seabird core fan GRP, too. For our target audience, GRPs jump to 1,236.*

Slide 17: *This is good; your goal is to maximize Seabird fan impressions and therefore increase the GRPs among the target audience. When we plan a buy we're looking at the difference between these two numbers. This is the efficiency gain.*

Slide 18: *There's one last factor to consider: index scores. An index score over 100 indicates that a media vehicle is more likely to reach the target audience. For example, Seabird core fans make up 13% of the Prime Access Television audience, which is lower than the 14.9% of Seabird fans in the total Central Coast population. This difference is reflected in column E, the Seabird core fans index of 87. In other words, prime access television audiences are 13% less likely than the average Central Coast adult to be Seabird core fans. Using the same formula, we also see that readers of online editions of daily newspapers has an index score of 156, meaning the daily online newspaper reader audience is 56% more likely than the average Central Coast adult to be Seabird core fans.*

Slide 19: *That's it! Now you are ready to start planning. Tinker with the budget allotted to each media vehicle to see if you can find the sweet spot. Pay close attention to the differences in A18+ impressions versus Seabird core fans impressions, as well as your GRP totals. Subtle changes can make a big difference.*

So, what's the best strategy? How do you balance between total impressions delivered, target audience impressions delivered and cost? Are efficiency gains worth higher costs? That's all for you to decide and ultimately convince your client of each media vehicle's value.

Good luck!

