

Q01. ~~Write about~~ Explain:-

(i) Skim Plan (ii) National Plan

(i) Skim Plan:-

Ans:- The way of approaching segmented markets is to aim at specific consumer groups regardless of their geographic location. This approach may be called 'Skim Plan'.

Under this plan, market segmentation is based upon such factors as income level, education level, occupation, social status, sex or age etc. Here the advertiser's goal is to concentrate advertising upon those persons who are most likely to be the buyer of his product.

Such advertisers have a selectivity approach in choosing the media. The media chosen are those that specialised audiences. Thus the advertisers of sporting goods may choose of special interest publication such as 'sports week' instead of general magazines.

(ii) National Plan:-

This strategy is generally employed by those advertisers who have nation wide market for their products and therefore they advertise naturally in an attempt to reach the people living in every corner of the nation. Such people are the target market for the advertiser. Under this strategy, an advertiser seeks a large number of impressions either through ~~one~~ one or a number of media vehicles.

The national plan is usually employed after one of the approaches has been used successfully for a period of time to expand distribution to nation level.

Q.2. Explain the media planning. ~~Name~~ ~~exp~~ write the key factors influencing media planning (short)

Ans. Media, as we know, is a very important component of advertising that carries the idea or message of the advertiser to the masses. By media planning we mean the process of designing a course of action that ~~shows~~ shows how advertising funds will be used in purchasing time and space and how they should be utilized to contribute to achievement of marketing and advertising objectives. It involves decisions about the selection of a media, media type and media vehicle.

Key factors influencing media planning

There are so many factors that influence the media planning. These factors may be grouped into three major forces — (1) Marketing conditions facing the advertiser (2) The level of competitive advertising efforts, and (3) Specific media considerations,

(1) Marketing condition :- Marketing conditions, to a great extent, influence the advertising plan. Media plans are likewise affected by what the firm hopes to achieve in the market place through the use of advertising. A good creative strategy will fail if the marketing conditions are not favourable. And, of course, marketing plan determines the size of the budget available for media use. There are four other facets to consider when assessing marketing conditions —

(i) Product characteristics also decide the media to be used by the advertiser. If a detailed discussion of sales points is necessary, print

- (i) Product characteristics
- (ii) channels of distribution
- (iii) Promotional strategy
- (iv) Nature of the advertising copy

II Media consideration :-

Advertising media possess certain dimensions that affect the media decision. ~~At~~ deciding the media objectives, various factors have their impact on media decision. These factors are

- (i) size of the budget
- (ii) media characteristics
- (iii) media discounts
- (iv) media cost efficiency
- (v) media availability

III competitive advertising efforts :- One important goal of every marketer is to design a marketing programme that may retain or improve his market share. Advertising is one of the forces used to achieve this goal, but it is more apparent gauge of competitive activity than the work of competitors sales force. ~~or~~ Thus the success of an advertiser can be gauged on the basis of two factors (A) the advertising programme employed and (B) competitors expenditures on advertising.

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Q.03. ~~write~~ Explain the element of advertising scheduling.

Ans. There are three main elements of advertising scheduling

- (i) Reach or Coverage :- The first problem is of coverage is the ~~in~~ number of people exposed to the message of the advertiser. This is the main determinant in the media selection. The advertiser will naturally select the media that can reach to the maximum number of people with an intention to persuade the customer's to buy his product.

(ii) Frequency → Frequency is the number of times the members of the target audience are exposed to the advertising message during a given period of time, (per day, per week, per month or per campaign)

The advertiser always prefer high frequency of advertising ~~beca~~ because ~~it~~ it produces memorizing value in advertising.

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Any single advertisement cannot increase the ~~ad~~ readership when advertisement are frequently repeated, they create relationship between advertisers and readers or viewers.

~~One advertisement cannot yield any result worth nothing.~~ Memorizing value is also of a great importance. Forgetting is another reason which is coupled with evaporation and disappearing →

'Out of sight is out of mind' is the principle behind this

(ii) Continuity → Continuity is a matter of regularity, involving the nature of the time intervals which separate the seller's advertisement during the year. Continuity reflects the nature of two time intervals—

(i) The interval separating the successive advertisements during an advertising campaign, and

(ii) The interval of 'no advertising activity' which separates one advertising period from the next advertising period.