

Media Strategy and Execution

as Part of the
2012 Communications Plan

Today's discussion will cover -

- Determining the value of “added value”
- Online Advertising
 - Planning Phase
 - Execution Phase
 - Examples of Ad Units

How to Determine the Value of “Added Value”

First, determine what you will consider to be added value

Is it –

- Additional spots/Announcements
- On-air interviews

On-Air Interviews

Interview with Administrator David Strickland



How to Determine the Value of “Added Value”

First, determine what you will consider to be added value

Is it –

- Additional spots/Announcements
- On-air interviews
- Billboards

Billboards



Brought to you by the National Highway Traffic Safety Administration

How to Determine the Value of “Added Value”

First, determine what you will consider to be added value

Is it –

- Additional spots/Announcements
- On-air interviews
- Billboards
- Custom Creative

Custom Creative

Break Impaired Driving Homepage Takeover

BREAK Sites - Check Out This Cool Drink-Fetching Dog! | Video of the Day | Sharing

Enter a keyword or phrase **SEARCH** Register or Login | Get Paid to Upload

ALL VIDEOS PICTURES GIRLS CHANNELS HOT NOW **RANDOM VIDEO**

Home Page Just Submitted Top Videos Recommended Videos

DRUNK DRIVING OVER THE LIMIT. UNDER ARREST. CREEPS!
CLICK HERE TO WATCH CREEPS!

Click to watch the whole video.

VIDEOS

Pg 1 of 1377 1 2 3 4 5 6 7 8 9 10 Next > Last >>

Crane Toss Fail
This went from a really cool idea to a really stupid idea in near record time.
Submitted by: bigband
Tags: beach fail, crane toss, faceplant
60 Likes, 35 Comments, 5 Shares

25 Hardcore Juggalos
If you wanna know how what hardcore means, look no further. These Juggalos are so hardcore, you'll faint with how hardcore they actually are. Enjoy ninjas!
Submitted by: Break.com Staff
0 Likes, 0 Comments, 0 Shares

Batman Robs Drive-Thru
It used to take guts to be Batman. Now Batman just has a gut. It's not quite the same.
Submitted by: Screenjunkies
Tags: batman, batman robs, drive thru prank
606 Likes, 66 Comments, 6 Shares

Breaking News

Become a fan of **BREAK** on **facebook**.
Click here to be our friend
De-Evolution Break on the iPhone

Pic of the Day More >

DRUNK DRIVING OVER THE LIMIT. UNDER ARREST.

How to Determine the Value of “Added Value”

First, determine what you will consider to be added value

Is it –

- Additional spots/Announcements
- On-air interviews
- Billboards
- Custom Creative
- Signage

Signage



How to Determine the Value of “Added Value”

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Is it –

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- Billboards
- Custom Creative
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- Integration

Integration

The Daily Show Bumper

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- Custom Creative
- Signage
- Integration
- Talent

Talent

The screenshot shows a Twitter profile for the Dennis Miller Show (@DennisDMZ). The profile includes a bio, a 'Following' button, and a tweet about driving sober. The tweet has several replies from other users.

Profile:
Dennis Miller Show ✓
@DennisDMZ Westwood One Radio
The Official Home of The Dennis Miller Show on Twitter
<http://dennismillerradio.com>

Tweet:
The Dennis Miller Show reminds you: Drive Sober or Get Pulled Over – Don't Drink & Drive this Labor Day Weekend!
drivesober.nhtsa.gov
20 hours ago via web
Favorite Retweet Reply

Replies:
CC_hood @DennisDMZ 19 hours ago
MikeWheeler18 @DennisDMZ Hey Dennis, what every happened to the Designated Driver, couldnt find anyone to stay sober? LOL 19 hours ago
Dianne93101 @DennisDMZ I went through a ck point on State St. yesterday after I went to church. Good thing they didn't use the real wine that time... 20 hours ago
mikebardenRaap @DennisDMZ @delbertino gotts TWO that was

How to Determine the Value of “Added Value”

Added Value is just that. It adds value.

- Where do you need the help
- If your plan has achieved heavy frequency in terms of spots, added spots may not be what you really need
- Interviews and earned media can carry more weight than paid media
- Billboards can build an attachment to the sponsor

How to Determine the Value of “Added Value”

Added Value is just that. It adds value.

- Let Online Publishers suggest and build a custom unit
- Signage is good. For free is even better. Added value comes from the exposure of signage to the larger television audience.
- Integrate the message in ways to have it resonate with the target audience. A morning rock format DJ talks about your message in his or her own way.

Online Media Planning & Buying

Planning Phase

- *Discovery*
 - Campaign Objectives
 - Metrics (Measurement of Success)
 - Targeting
 - Geo-Targeting, Behavioral, First Impression
 - Use of landing pages or other destinations

Planning Phase

- *Strategy*
 - Drive CTR (Click-Thru Rate)
 - CPM Based (Cost per Thousand)
 - CPE Based (Cost per Engagement)
 - CPA Based (Cost per Action)
 - Networks
 - Portals
 - Publisher Direct

Planning Phase

- *Negotiation*
 - Know where it is you want to be in terms of cost
 - A competitive cost without giving up quality placement/units
 - Reduce or waive rich media up-charges

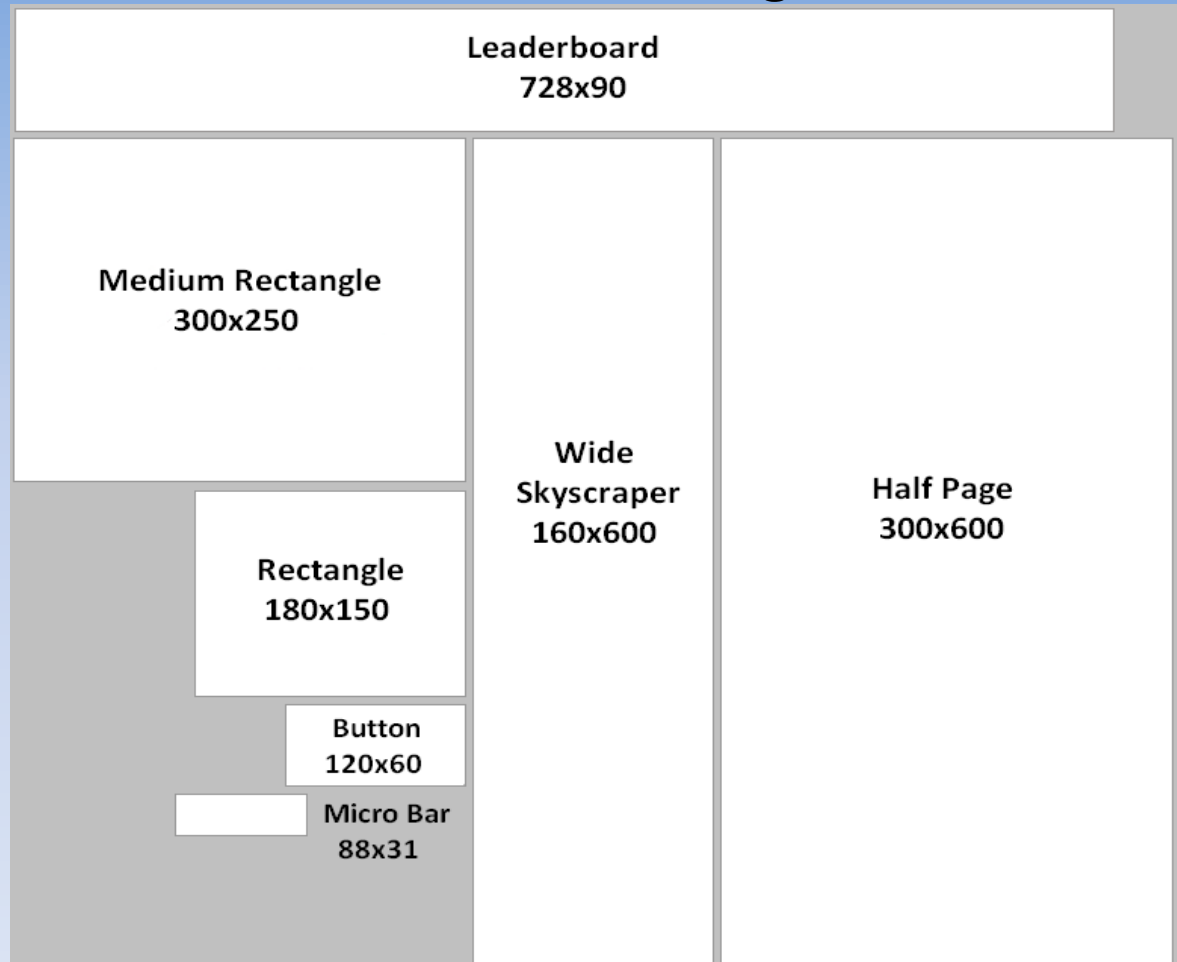
Execution Phase

- *Secure the placement after receiving client approval*
- *Deliver ad specs for various units*
- *Tracking*
 - Track performance by metrics established in planning phase
 - For Example, which units delivered highest CTR
- *Optimization*
 - Optimize the plan based on planning metrics
- *Reporting & Analysis*
 - Post-buy Analysis

Online Advertising Units

Universal & Standard Ad Packages

Must submit ad
a minimum of 3
business days
prior to the
beginning of
your campaign

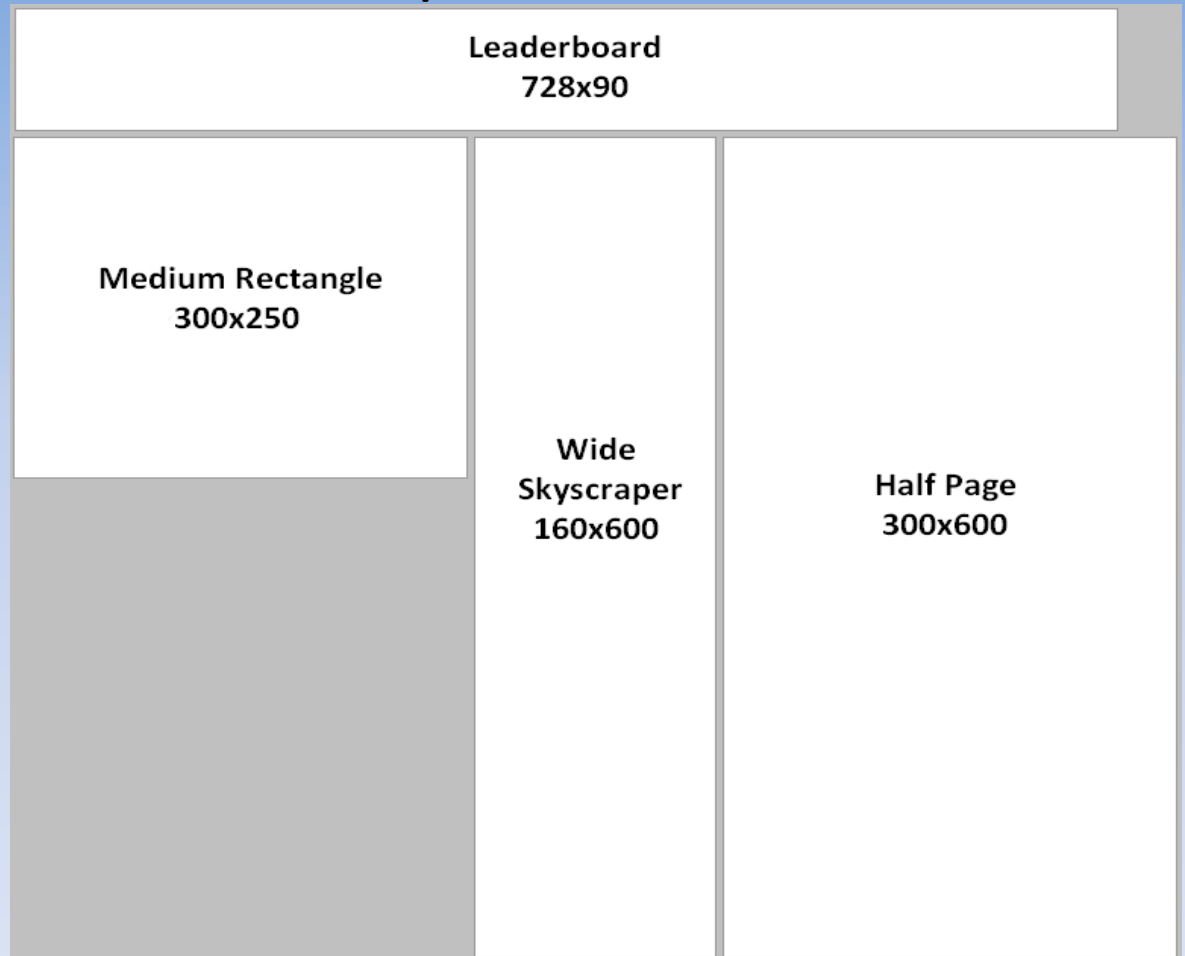


All sizes can be found on the Interactive Advertising Bureau's website:
<http://www.iab.net/displayguidelines>

Online Advertising Units

In-Banner Video Units & Expandable/Retractable

Must submit ad
a minimum of 6
business days
prior to the
beginning of
your campaign



All sizes can be found on the Interactive Advertising Bureau's website:
<http://www.iab.net/displayguidelines>

Online Advertising Units

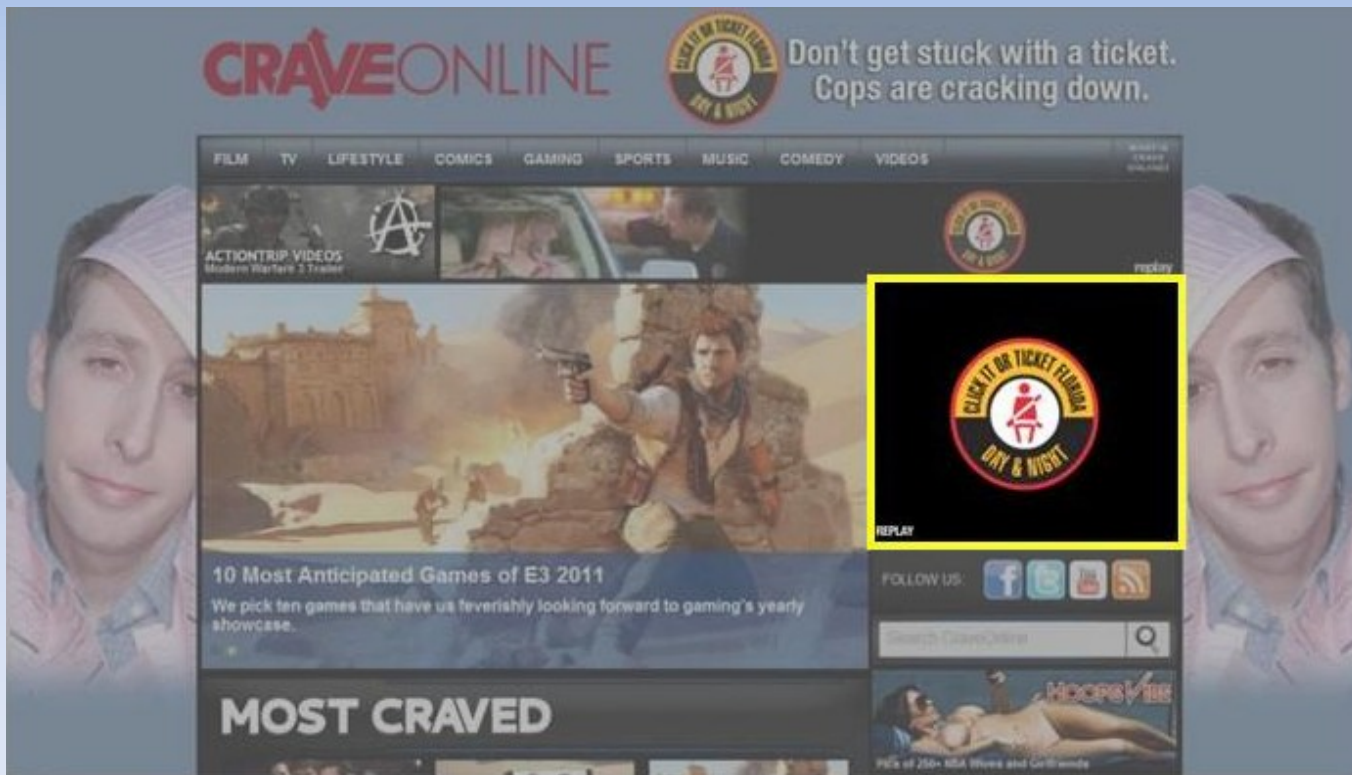
Video

- Pre-Roll
- Mid-Roll
- Post-Roll
- Overlays

NHTSA Examples

300x250

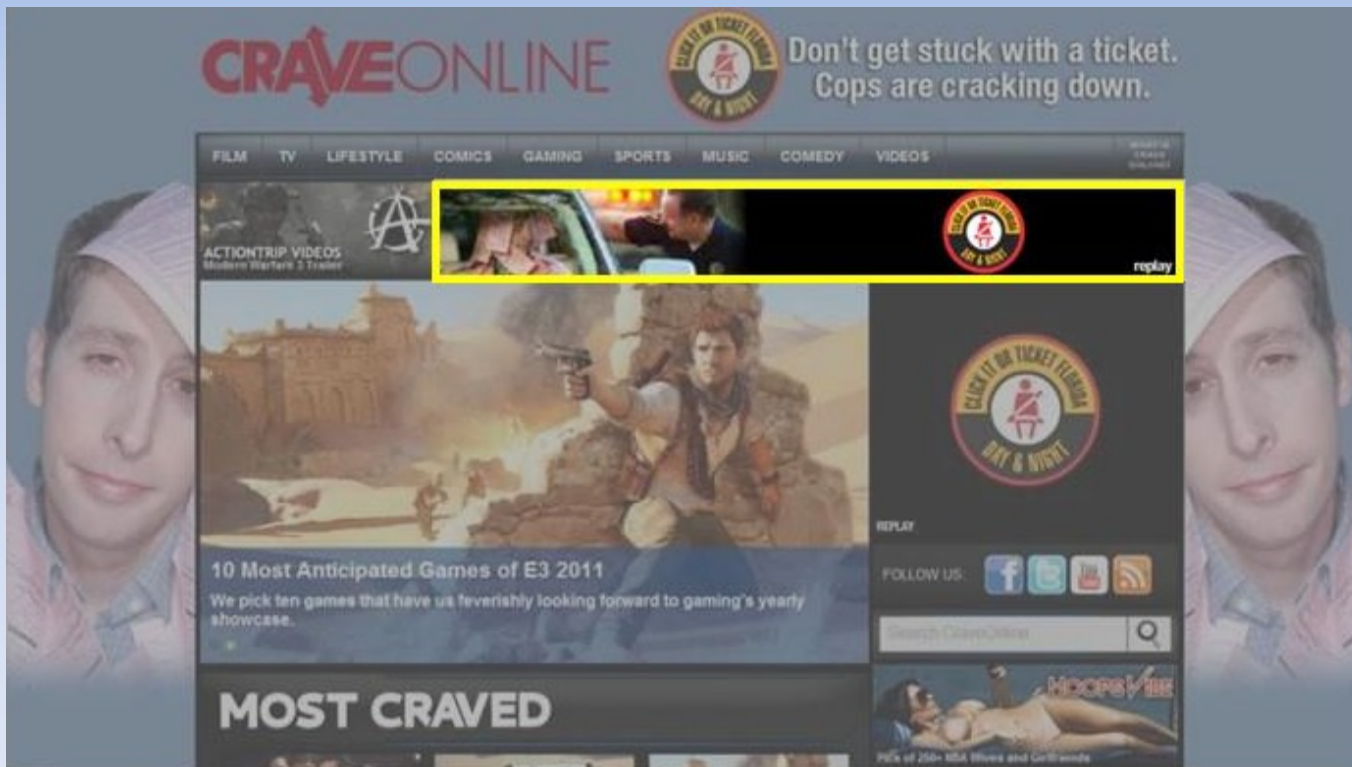
- Outlined in Yellow is a 300x250 ad Unit. One of the most common ad units.
- This is normally found “Above the Fold”.
- Above the Fold refers to content and ad units seen when a web page initially loads



NHTSA Examples

728x90

- Outlined in Yellow is a 728x90 ad Unit. One of the most common ad units.
- This is normally found “Above the Fold”.
- Above the Fold refers to content and ad units seen when a web page initially loads



NHTSA Examples

Skin

- What you see here is referred to as a page Skinning. As a brand you own the rails/gutters and header of the page



NHTSA Examples

Takeover

- The Finished Product. In this case a Takeover where NHTSA owned all ad space on the page.
- This included the page Skin, 728x90 and 300x250.

