STC 388, Media Planning, Spring 2021

Assignment 2:
Social, TV, Programmatic & Magazine Media Plan

Expanded Plan Requirements

Sketchers management has asked you to begin the new media planning fiscal year in July by repeating the June schedule, but with the addition of Social Media and TV components. That is, focusing only on July for now, the first month of the new fiscal year, management wants the June media plan repeated in July, but expanded with Social Media and TV.

The goal of the July plan is to have three media components, each with the reach of the Magazine component of approximately 22.8%, but no higher than 25% each. Additional social media should be added to bring the Programmatic component up to the reach of Magazines. This new hybrid component should be re-labeled ***Digital*** because it now encompasses both programmatic and social media. Likewise, additional network ***TV Dayparts*** should be added to equal or exceed the reach of Magazines, but not greater than 25%.

Sketchers uses six popular social media, but for this plan management wants to focus on ***Instagram***, ***Pinterest***, and ***YouTube***. Similarly, Sketchers uses 10 network TV dayparts, but for this project management wants your input as to the most efficient and effective dayparts at achieving their goals.

Data Sources

To complete this assignment, use the same target audience and methodology as you did in the first assignment. This includes data available from SRDS in the UM Library Database, which contains ***comScore*** social media traffic data. Reach and frequency (R&F) analytics, plus charts and graphs, are to be produced with ***ADgile Media Planner*** software available on Blackboard.

Based on Sketchers previous plans it is recommended that the following CPM values be used as targets for these social media.

Social Media	CPM
Instagram	6.00
Pinterest	5.75
YouTube	8.00

Typical Sketchers network TV daypart ratings and ad costs per 30-second commercial, are as follows.

Network TV Daypart	Rating	Ad Cost/:30
Early Morning (EM)	1.1	27,012
Daytime (DT)	0.9	14,360
Early Fringe (EF)	1.4	37,923
Early News (EN)	1.9	51,187
Prime Access (PA)	1.8	71,672
Primetime (PT)	2.1	119,786
Late News (LN)	1.2	40,602
Late Fringe (LF)	0.7	23,994
Weekend (WK)	0.6	10,486
Cable	0.2	4,049

Report & Appendices

Your report should consist of a single PDF file with a one-page, single-spaced, ***Executive Summary*** of the plan requirements and resulting delivery based on key media metrics (e.g., reach, frequency, GRPs, impressions, CPM, costs).

In this summary, refer to **Appendices** that include the overall multi-media R&F results report (Media Mix), followed by each single media type results report (Digital, TV, Print). Also attach charts and graphs that highlight plan strengths. In addition, your appendices should include screen shots of key portions of your comScore data.

Include your name in your final assignment PDF file, using something like the following example: ***STC 388 Assignment 2 – Sebastian Cane.pdf***.

Email your single PDF report file to ***kent@miami.edu*** by 9:00pm on **Tuesday, April 6th**. The assignment is worth 20% of your course grade. Enjoy**!**

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