

Erwin Ephron's Master Class in Media Planning



An on-site practical three lecture series, which defines and attempts to resolve the major issues in media planning today.

The planner will leave with a clear sense of planning options: what best to do when, and how best to do it.

The program consists of three customized lectures, each three-hours with ample time for Q&A and discussion.

I. HOW TO TARGET BETTER

- Why demographic targeting doesn't work (in spite of Network CPM guarantees).
- Fragmentation's effect on targeting.
- How to use Geography, Proximity and Receptivity targeting to increase campaign effectiveness.
- The contribution of database fusion to a universal targeting model.



- The targeting value of addressable media.
- The use of Environment and involvement measures in Print and TV.
- Summing up: A simple, rationale approach to multi-dimensional media targeting.

II. HOW TO SCHEDULE BETTER

- A new look at Recency planning.
- Planning for new product introductions.
- Media scheduling and carry-over effects (Ad-stocks).
- Using response function analysis in frequency planning.
- Countering fragmentation's effect on reach.
- The sum of weekly reaches as a primary measure of schedule value.
- **Summing up: A simple, rationale approach to advertising scheduling.**

Two or more years of planning experience, or the equivalent familiarity with planning terms and concepts, is essential.

Cost: \$6,000 per lecture for up to 10 people. Additional attendees, \$500 per.

Three-lecture series, \$15,000 for up to 10 people, additional attendees, \$1,250 per. Outside of New York, add cost of travel

III. THE WHY'S AND HOW'S OF MEDIA MIX

- The **OTS** problem: Developing comparable cross-media measures of ad exposure. The CPM target model. The value of APX in print planning.
- The media-weighting problem. Using attentiveness, involvement and message receptivity as media-specific values.
- Media-mix and campaign effectiveness: What ROI (return on investment) modeling tells us about mixing-media.
- Using modeling to find the price-elasticity crossover points of media effects.
- Cross-Platform and media synergies. Is the sum worth more than the parts?
- **Summing up: A simple, rational approach to media-mix planning.**



For more information call 212 704-0015 or email EphronNY@aol.com