

Planning an Outdoor Campaign

The process of planning on outdoor has become increasingly more 'scientific' in recent times through the introduction by media owners of sophisticated geo-demographic mapping and campaign evaluation software. This has facilitated the ability to target specific markets more accurately using outdoor, as opposed to the 'shotgun' methods adopted in the past.

Essentially, the comprehensive outdoor media plan is twofold, consisting firstly of the planning 'input', which takes the form of a detailed campaign brief, and results in the generation of 'output' in the form of the campaign plan.

When preparing an outdoor brief, the following questions should assist in ensuring that all aspects of the outdoor plan have been addressed:

- What role will outdoor play in the media mix?
- What is the target market profile?
- Is the campaign regional or national?
- What media format options are available?
- Is the choice of format feasible/practical?
- Is the campaign short or long-term?
- What is the outdoor budget?
- Is production cost included?
- What deadlines are required?

As far as possible, the campaign brief should incorporate the following information:

- Brand Strategy eg. New product launch, packaging change, brand awareness etc.
- The Target Market
- Communication Strategy
- Media Objectives eg. Impact vs coverage vs frequency
- Budget - is the budget inclusive or exclusive of production?

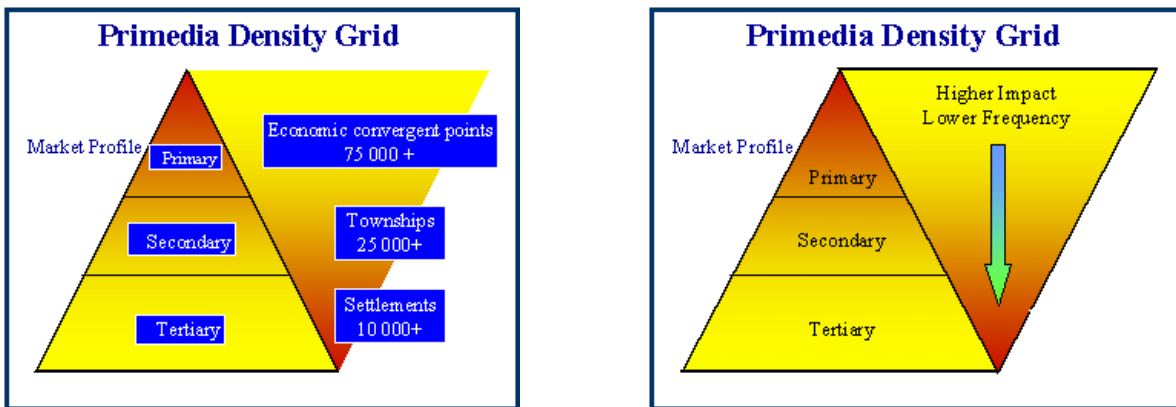
A comprehensive outdoor brief should yield a detailed campaign plan, or 'output' incorporating the following elements:

- Proposed outdoor strategy
- Recommended media type selection
- Site distribution or market profile plan (includes quantity of sites required)
- Reach, frequency, and cost per thousand analysis
- Monthly media cost schedule

The proposed strategy provides an accurate translation of the brand's communication and media objective into an 'on the ground' outdoor plan, which is then used to determine the optimal media type selection for the campaign.

The selection of the optimal Outdoor media format is dependent on the population density of the target site

catchment area. In principle, fewer, higher-impact sites are required to reach a densely populated area, whereas a greater number of smaller formats are required in sparsely populated areas. This is illustrated in the diagram below:

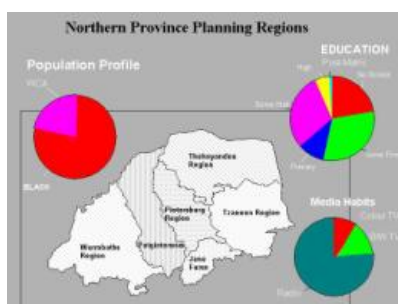


Primedia Outdoor Marketing Services provides a complete "Outdoor campaign planning" service, capable generating an optimal site distribution or market profile plan. Structured on 'Mapinfo', a computerised mapping program, PrimePlan allows media planners to determine the demographic composition and Livin Standards Measure of a local area, or store, to estimate market potential.

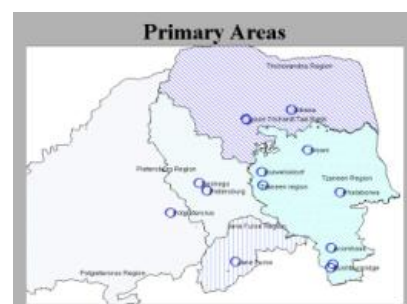
Added benefits of PrimePlan are:

- Thematic maps of advertisers market share, or sales regions, overlaid with new site opportunities.
- Thematic maps of brand consumption profiles. (AMPS)
- Profiles measure the size of the population, its age, sex, ethnicity, disposable income, and LSM profile.
- The synergies of radio spend and outdoor are enhanced with the boundaries of all African Language Radio Station footprints linked to the site data base.
- Effective outdoor reach and frequency models to suit particular market requirements - Pre and Post campaign performance evaluations.
- All sites are geo-coded to reflect current brand usage and availability at site level.

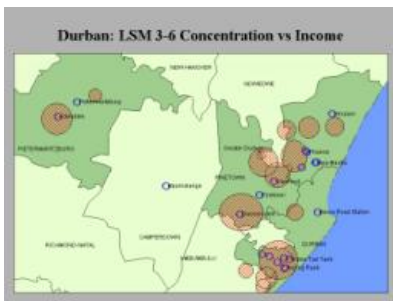
Examples of types of information available through PrimePlan are illustrated in the following images:



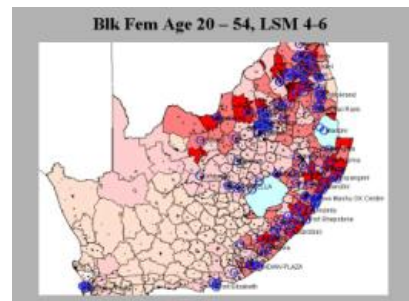
Regional market classification using MapInfo's demographic analysis tool.



Identification of key primary and secondary areas by sub-planning region.



Target market identification against specific brand profiles.



Thematic target market representation at national level.

PrimePlan provides outdoor advertisers with a comprehensive link combining all elements of outdoor advertising to ensure the correct outdoor media mix, site distribution and development is matched to the target market profile.

The final stage of an effective outdoor plan is a quantitative evaluation whereby the audience reach, frequency and cost per thousand opportunities to see can be evaluated. This enables the measurement of the probable audience to be exposed to a given campaign. Within each sub-planning region each town an commuter convergent point is evaluated in terms of population density, infrastructure and levels of economic activity.

As shown below, this table provides an effective tool for measuring the strengths and weaknesses of a given campaign in each posted area.

OUTLET	TOTAL SITES	MONTHLY EXPENDITURE	PROFILE %	Totals Market Profile	Totals African Market	REACH P/MONTH %	AVERAGE MONTHLY FREQUENCY	MONTHLY COST PER 1000
BETHLEHEM	4	5,280	3	2	963,075	69	4.5	3.53
DURBAN	11	9,750	6	6	1,787,838	64	8.6	0.96
EAST RAND	18	14,280	7	4	1,119,483	65	15.7	1.24
JOHANNESBURG	22	25,000	12	7	2,136,678	65	16.4	1.12
KLERKSDORP	3	9,000	4	3	1,016,664	67	3.1	6.03
LADYSMITH	6	4,500	2	4	1,101,800	61	5.6	1.19
PIETERMARITZBURG	6	4,800	2	3	920,496	62	6.8	1.36
PRETORIA	9	13,500	6	5	1,691,211	63	7.4	1.72
RICHARDS BAY	8	6,000	3	7	2,226,360	62	6.2	0.70
RUSTENBURG	4	3,000	1	3	936,397	59	4.0	1.34
VAAL	11	9,000	4	3	963,661	64	10.1	1.44
WELKOM	5	3,750	2	2	569,123	61	5.5	1.96
STANDERTON	2	1,500	1	1	482,409	65	2.6	2.31
CAPE TOWN	16	12,000	6	2	612,422	65	15.1	1.86
WORCESTER	1	750	0	0	66,036	62	2.2	9.91
EAST LONDON	6	9,000	4	3	837,826	63	7.6	2.20
NELSPRUIT	6	10,800	6	4	1,161,269	63	7.2	1.96
BOTTLER					62,962			
KURUMAN	1	1,500	1	2	516,486	45	1.5	4.15
MIDRAND	1	750	0	1	203,088	49	1.6	4.22
BLEDENMONTEN	14	10,800	6	5	1,610,666	64	11.5	0.94
PIETERSBURG	20	21,000	10	13	4,139,093	65	12.8	0.61
FORT ELIZABETH	5	6,000	3	2	517,609	61	6.6	3.37
FORT SHEPSTONE	4	4,500	2	3	1,057,991	59	3.9	1.83
UMFATA	7	5,250	3	7	2,241,626	61	6.6	0.69
WESL	9	6,750	3	0	190,606	65	12.9	5.39
WITBANK	6	7,500	4	3	633,667	62	6.0	2.46
WREDEVALE					611,748			
WRYHEID	5	4,500	2	3	940,769	61	6.0	1.75
TOTAL RSA POPULATION	214	210,000	100	96	30,770,175	76	6.8	1.31

The above planning system thus provides an effective way to ensure that the campaign is targeted to the right target audience, in the right areas with the correct weighting, thereby optimising cost-effectiveness of outdoor with minimum wastage.

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