



LIKE NO OTHER
SHOWCASE





VIRGINIA HOLLIS

Virginia boasts 30+ years in Media Strategy, Connections Planning and Connections Architecture. She currently applies her experience at independent executive media strategy and planning agency, Magnetic Connection; and previously helped build brands such as Coca-Cola, Famous Brands, Tsogo Sun Group, Peugeot, Porsche, SABC and many others, as MD and head of strategy at The MediaShop.

Currently, Virginia is the Chairman of SAARF (SA Audience Research Foundation), a Board Member of Loeries, a Board Member of AMASA (Advertising Media Association of South Africa), and is also on the AMF Central Committee.

It's not surprising Virginia was awarded the "Media Legend" accolade at the MOST awards in 2011!



MAGNETIC

COMMUNICATION THROUGH INSIGHT

Media planning entails finding the most appropriate media platform to advertise the company or client's brand/product. Media planners determine when, where and how often a message should be placed. Their goal is to **reach the right audience at the right time with the right message** to generate the desired response and then stay within the designated budget.

Sounds like a piece of cake, right?

Clearly, media planning can be a challenging role, involving multiple areas of expertise. Media planners must always keep in mind **audience**, timing, message and desired response—all while staying within the budget.



Our diversity is both a blessing and a challenge





BASICALLY 4 WAYS TO SEGMENT YOUR MARKET

DEMOGRAPHICS

AGE
GENDER
INCOME
LSM/SEM
EDUCATION
RACE
LANGUAGE
MARITAL STATUS
EMPLOYMENT

GEOGRAPHIC

PROVINCE
CITY/TOWN
URBAN/RURAL

*OFTEN LINKED WITH A
DEMOGRAPHIC TARGET MARKET*

PSYCHOGRAPHIC

INTERESTS
SOCIAL STANDING
LIFESTYLE
PERSONAL VALUES
ATTITUDES
OPINIONS
ASPIRATIONS

BEHAVIOUR

USAGE
FREQUENCY OF
SHOPPING
DEGREE OF LOYALTY
SPENDING HABITS
HOBBIES

DEMOGRAPHICS EXPLAIN "WHO" YOUR BUYER IS, WHILE PSYCHOGRAPHICS EXPLAIN "WHY" THEY BUY!

**THIS IS GENERALLY
HOW WE PLAN IN SA**



**DEMOGRAPHIC
INFORMATION**

FEMALE

AGE 45-65

MARRIED, WITH KIDS

WORKS FULL TIME

HOUSEHOLD INCOME R60 000+

PSYCHOGRAPHIC INFORMATION:

- Concerned with health & appearance
- Wants a healthier lifestyle, but doesn't have the time to exercise too often
- Career minded
- Will buy quality as against cheap
- Enjoys spending leisure time with family and friends

Looking at the two lists above, it's easy to see why you need both. Use demographics alone, and you have only a very hazy or clinical view of your audience, you know how many people there are in the target market, but you know nothing about them. Psychographics gives you so much more insight!

The combination of the two is of great benefit to both media and creative.

**A DECADE AGO TV WAS KING.
TODAY IT IS ABOUT CONTENT.**

**And the truth is ... Content is willingly consumed,
while advertising is disruptively consumed.**

**DIGITAL IS NOT THE ONLY MEDIUM
THAT CAN DELIVER CONTENT THAT
INTEGRATES BRANDS.**

You can do this equally effectively in other media.



INTEGRATION



INTEGRATION



INTEGRATION



PRODUCT PLACEMENT

Mainstream TV gives you sizeable audiences and longevity (repeats). And this is fantastic if your brand has a sizeable target market. And if you don't want a mass audience you can pick content that appeals to a specific audience.

The same applies to print. But PR releases are not what I would classify as content. These are primarily information about something very specific or an announcement.



Print content pieces must add value to the title and mirror the editorial style.



And then of course if you want to minimize your wastage you need to be very specific about the titles you select.



The days of print delivering big circulations might be in the past, but the effectiveness of print has not changed, the medium still delivers quality literate audiences.



Customized/niche titles deliver audiences that are interested in very specific content so they have high value.



So do not discount the power of print, some of us still like the feel of paper and the persuasiveness of quality editorial. And let's not forget that print is engaging and is informative and educational.

Today everyone talks about **digital**, it's ability to deliver very **targeted audiences** and the content opportunities, and that's great. And the medium is extremely **effective**.

But there is a downside to digital and this has been highlighted by Unilever and P&G when they addressed the IAB in 2017 and 2018, their comments were that advertisers have spent years wasting time and money on a media supply chain that's...

"murky at best and fraudulent at worst"!

The digital space, specifically programmatic buying needs to improve control and transparency.

And let's not forget that not everyone is digitally literate, and this is especially true if you are older.

Plus **data is expensive** in South Africa.

IN CONCLUSION

**What's the best way for your message to be seen by your target market?
And let's face it, this is often determined by your campaign objectives and
controlled by budget.**

And this is one of the questions that a media planner needs to answer.

So as planners we ask ourselves, what's the best solution for my client

Advertising or Content? Or a mix of both?

**If you have really interrogated your target market using both
demographics and psychographic the answer should be relatively easily.**

And this will answer the question, where to place and what to place.

ONE LAST COMMENT

Everyone talks about digital, and the analytics, the data collection, the medium that will revolutionize media. And it is true ...

But how do consumers know where to go to find the content?

Traditional media does that job.