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Advertising Media Planning, Seventh Edition



Synopsis

The industry standard for 30 yearsâ• updated to include the newest developments in digitization and the three screens of video Apply the latest advertising technologies Build your brand in every medium Create the right budget for each campaign Through six previous editions, Advertising Media Planning has proven essential to the success of both practicing and aspiring media planners. Now in its seventh edition, it continues to provide valuable insight into the construction of media plans that most effectively achieve marketing objectives. Advertising Media Planning, seventh edition, retains all the critical information you need to know about traditional mediaâ• including TV, radio, and print--while exploring the latest media forms, illustrated with major advertiser case histories. Youâ™ll find comprehensive coverage of the latest media planning and digital technologies, including: â• Organic and sponsored Google search â• Digital out-of-home video â• Internet banners â• Computerized media channel planning â• Cell phone mobile-media â• DVRâ™s impact on TV commercial viewing â• New online and traditional media measurement technologies â• Interactive television â• Cross-media planning â• Data fusion â• International competitive spending analysis This is an exciting time for media planners. Those with the most creativity, strategic insight, and knowledge of the market are sure to find the greatest rewards. Providing firm grounding on the fundamentals and bringing you up to speed on the latest developments in digitization, this updated classic is the best and most complete companion available for navigating the new frontier of media planning.

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Customer Reviews

With so much pressure on planning agencies these days, it's hard to find the time and money to provide adequate training. The solution is the seventh (2010) edition of the classic media textbook: Advertising Media Planning by Roger Baron and Jack Scissors from McGraw-Hill. Advertising Media Planning was initially published in the late Seventies by Jack Scissors, a professor at Northwestern University. He's had several well-known media industry co-authors for different updates. In 2001, Professor Scissors turned to fellow Chicagoan, Roger Baron, SVP and Media Research Director of DraftFCB to be his co-author for the sixth edition. That edition was translated into Russian, Turkish, and Chinese even though the book focuses on US media. In fact, one fourth of the edition's sales came from outside of the United States. Professor Scissors passed away in 2004; now the book is entirely Roger Baron's work, though Roger continues to share authorship with the Professor, placing both names on the cover. The book covers perennially thorny media planning issues like intermedia comparisons (Which medium is the most effective?), targeting (Who are my best prospects? How can I weight target segments correctly?), frequency (How often do prospects need to see an ad for it to work?) and many others. Besides thorough coverage of traditional media which has been updated with the latest industry practices and illustrated with major advertiser case histories, there is extensive coverage of both digital media and new planning technologies. You'll find coverage of organic and sponsored search, mobile media, Internet banners and rich media, and multi-platform campaigns.

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