

PHASE 4 MEDIA BUYING

Media Brief

Effort ●●●●●

Objective

To organize the information required by media planners to develop a plan for broadcasting mass media content.



Time needed

60 minutes



Participants

Design team

How to use this tool

The information in the media brief largely depends on the program deliverables. Relevant program staff should be consulted and approve the final draft.

- **Enter the campaign's name and SBC objectives** to ensure clear communication between program teams and media planners.
- **Enter the intended audience, channels, area, and language** to help media planners choose the correct media houses and ensure programming reaches the intended audience.
- **Enter the media duration and campaign duration** to help determine the cost of the spots and the budget.
- **Provide any general guidance** that media planners should know to improve campaign reach. For example, if the campaign has a sports theme, media planners might try to sponsor an upcoming sports event. General guidance also may include donor deliverables not included elsewhere.
- **Enter the budget** by state and channel, as required.
- **Deliverables.** Adapt deliverables according to your context and requirements. Use the example provided to develop a plan that can be used by media houses for broadcasting and by the program for monitoring compliance. You should also provide a good financial overview of the cost of the campaign (including cost share).

Campaign Title: *health area, campaign name*

Campaign Objectives

What are your campaign's SBC objectives?

Intended Audience

Age, gender, occupation, other specific defining demographics or psychographics

Channels

Radio, TV, social media

Geographic Coverage

State, regional, national

Languages

English, Hausa, Yoruba

Material Duration

30 seconds, 60 seconds

Campaign Duration

Start date – end date

General Guidance

- Number of media houses per area
- Specific programming to cover
- Preferred time slots or days of the week

Budget (exclusive of agency fee)

Area	Radio	TV
Area 1	###,###,###	###,###,###
Area 2	###,###,###	###,###,###
Area 3	###,###,###	###,###,###
Area 4	###,###,###	###,###,###
Area 5	###,###,###	###,###,###

Deliverables for Media Buying Agency

A media plan (in Microsoft Excel) showing the states, stations, program, time slots, rates and discounts, calendar of the campaign, and final costs of the campaign, including productivity.

- Tab A: Summary- final cost
- Tab B: Monthly breakdown of spots
- Tab C: Radio plan
- Tab D: TV plan
- Tab E: Planned key performance indicators
- Include no more than two additional tabs as needed

Calculate complementary spots in a separate column by month and in the total of each sheet.

Campaign Title: Mpox PSAs

Campaign Objectives

- Increase preventive behaviors for mpox.
- Increase prompt care-seeking for signs and symptoms of mpox.
- Foster informed communities to ensure key health messages reach high-priority regions

Intended Audience: General population

Channels: Radio

Geographic Coverage

Rivers, Enugu, Cross River, Akwa Ibom, Lagos

Languages: Pidgin English

Material Duration: 60 seconds

Campaign duration

September to October 2024 (2 months)

General Guidance

- Develop media deployment plan that captures spot placement on high-traffic programs and stations. Focus on high listenership (peak times) that also appeal to our target audience.
- One radio station in each state.
- Campaign should be mid-intensity.
- Wide reach (local stations should be prioritized).
- Ensure station in Rivers state can cover Bayelsa state as Bayelsa state is the target.

Budget (exclusive of agency fee)

Area	Radio	TV
Area 1	###,###,###	###,###,###
Area 2	###,###,###	###,###,###
Area 3	###,###,###	###,###,###
Area 4	###,###,###	###,###,###
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Citations

Johns Hopkins Center for Communication Programs. (n.d.). *How to Conduct a Situation Analysis*. The Compass for SBC. <https://thecompassforsbc.org/how-to-guide/how-conduct-situation-analysis>