

# ADVAN MARKETING MASTER CLASS 2023

**THEME:**

**The Fundamentals of  
Marketing and Media**

## **Topic:**

- **Media monitoring and measuring effectiveness offline and online to purchase - ROAS; mind share, behavioural change to switching**

**MARIAN OGAZIECHI**

---

**GENERAL MANAGER, AGYLE SYSTEMS AT  
DENTSU HOLDCO NIGERIA**






# **MEDIA MONITORING AND MEASURING EFFECTIVENESS**

**MARIAN OGAZIECHI**

**dentsu**



**At the end of this session, we should understand,**

- 1. Media Monitoring**
- 2. Importance of Media Monitoring**
- 3. Measuring Media Effectiveness**

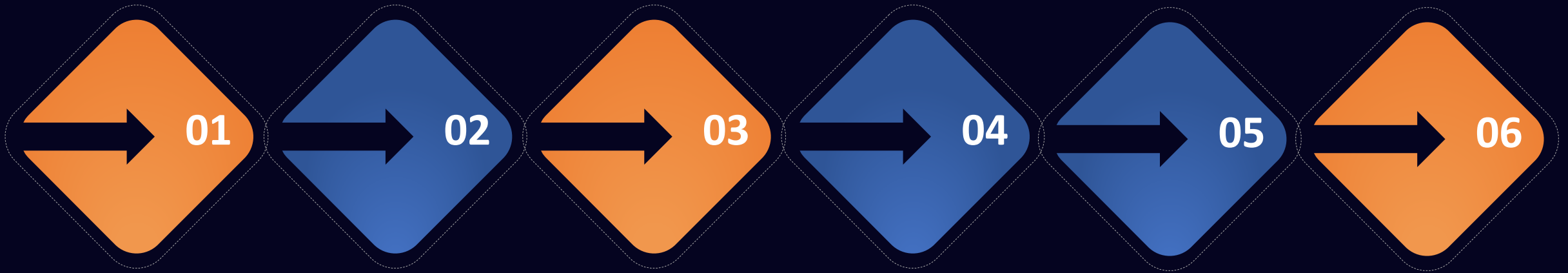
# 01 Media Monitoring

# What is Media Monitoring

Media monitoring refers to the process of tracking and analysing media coverage across various forms of media, such as Print, TV, Radio, OOH, Social Media platforms, Blogs, and Websites.

Media monitoring is an integral part of the implementation process to ensuring compliance of ad placements

# MEDIA MONITORING PROCESS



Receive media plans/schedules & campaign materials from acct team

Share with monitoring agency at least 3 days before commencement of campaign

Receive weekly or bi-weekly compliance update and suppliers

Receive monthly compliance report as agreed with the monitoring agency

Distillation and sharing of 1st compliance report with finance & media suppliers (1st Billing)

Share POP for contested stations/programmes with monitoring agency for back checks and share updated report with acct team and finance (2nd Billing)

# The Evolution of Media Monitoring

Media Monitoring has evolved beyond tracking and analysing brand ad placements....

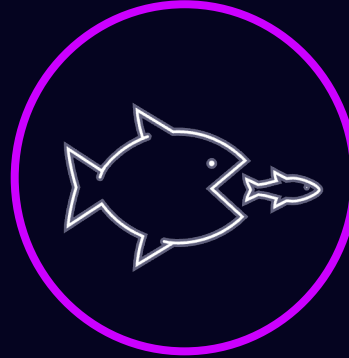
It is *listening* to who is saying what about your *brand*, your *competitors*, your *industry* and *any other topic* that is *important* to you and your *operations* across all media platforms

# Importance of Media Monitoring



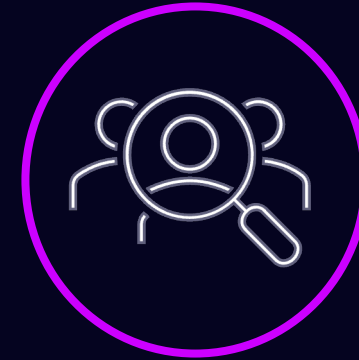
## MEASURE CAMPAIGN EFFECTIVENESS

- Compliance tracking
- Gauge brand awareness
- Measure brand sentiments e.t.c.



## COMPETITIVE INSIGHTS & BENCHMARKING

- Share of Voice
- Share of Expenditure
- Share of Spots e.t.c.



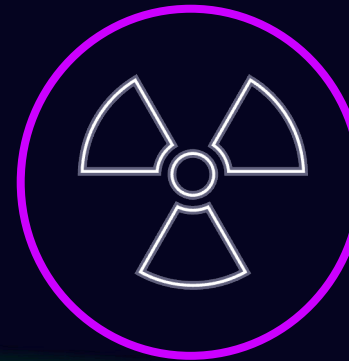
## TARGET AUDIENCE PROFILING

- Demographic insights
- Channel Usage
- Audience sentiment analysis



## IMPROVED MARKETING STRATEGIES

- Overview of comms activities
- Learn, Share & Re-apply



## CRISIS AVOIDANCE & RISK MANAGEMENT

- Reduce, contain and Recover crisis
- Spike alerts & Negative reports analysis



# 02 Measuring Effectiveness



Media efficiency refers to the cost-effectiveness of media campaigns and the ability to achieve maximum results with minimum investment of resources. It is a measure of how efficiently a media campaign can reach its target audience and achieve its objectives.

Usually measured in the short-term

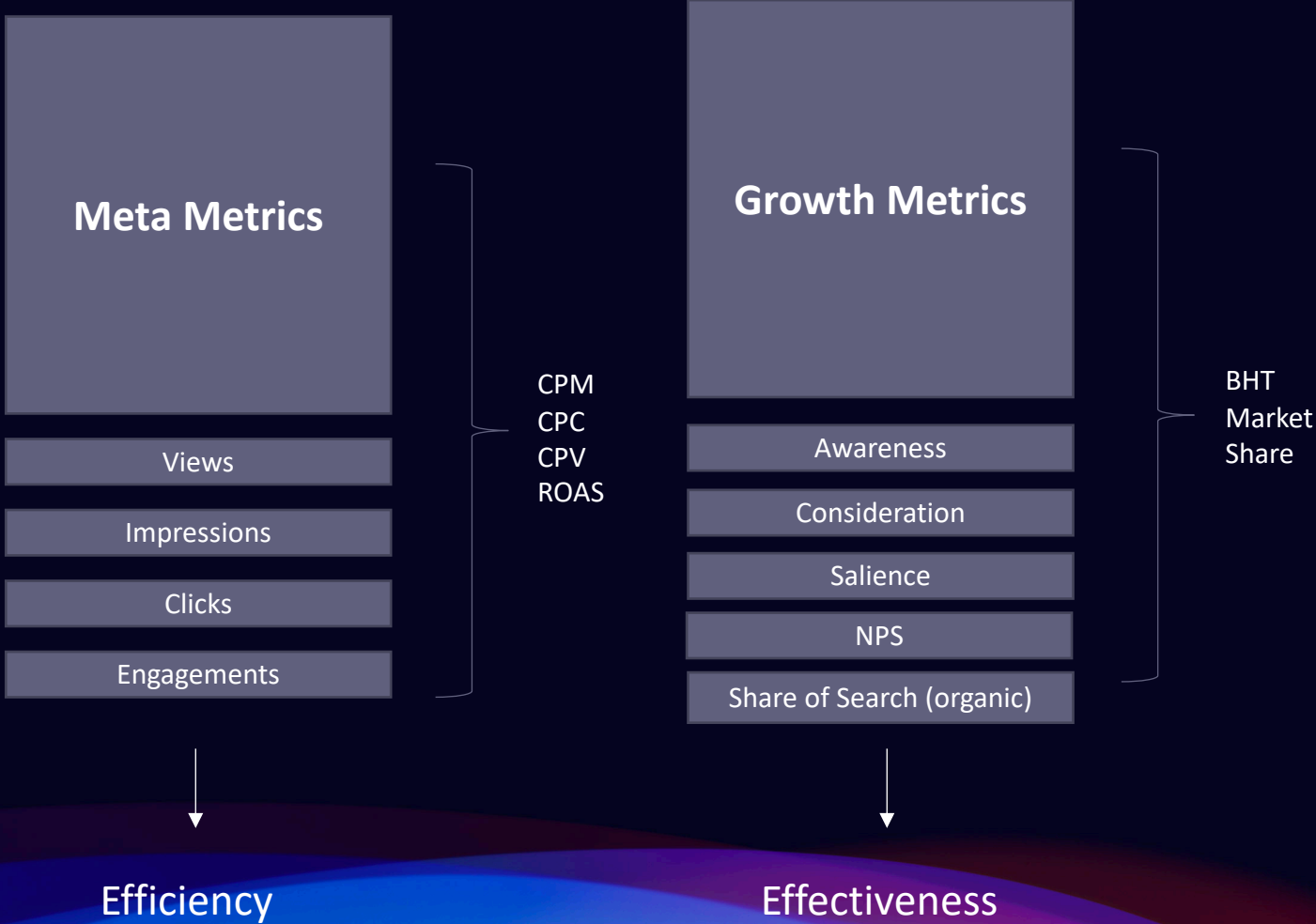
Media effectiveness refers to the extent to which media content, channels, and campaigns achieve their intended goals and objectives. It is a measure of the impact that media has on its target audience and can be used to evaluate the success of media buying strategies and tactics.

Usually measured in the long-term

A quick pause

**Not everything that is efficient is effective and not everything that is effective is efficient**

# Media Value is Dependent on both Efficiency and Effectiveness KPIs



**Attention Economics....don't be fooled**

**The most expensive CPM is for  
the ad that nobody sees**

## A working example when looking at attentive CPM

**CPM / Attentive seconds = aCPM**



CPM N35 / 4,524  $(4524 / 1,000)$  = aCPM at N7.73



CPM N15 / 1,316  $(1316 / 1,000)$  = aCPM at N11.39

**Your strategy should guide how you buy media**

**Media buying value should not be  
measured on cost alone**

# Buying Strategy to Deliver on Efficiency and Effectiveness





# Value can be achieved through smart optimisation and buying geared towards delivering on objectives

## Non Strategic Buying

- Pre-populated buying templates lead to non strategic pricing where agencies will only optimise based on the given restrictions not linked to the strategic objectives

## Pure efficiency Buying

- Prime time placements vary in price between the various time bands but this will lead to inefficient frequency limiting reach optimisation

## Generic quality parameters

- Quality evaluation should extend beyond daypart placement & positioning but ensuring a balance between efficiency and anchor programming

## Negotiation Strategy

- Volume should not be the only number discussed in a negotiation but rather the goals and objectives

## Research

- What research is the agency utilising and to what degree are those insights incorporated in the strategy which informs the buying

**However, amongst all the industry change, this still stands strong**

**The right message, to the right person, at the right time, for the right cost and in the right environment**

**THANK YOU**

**dentsu**