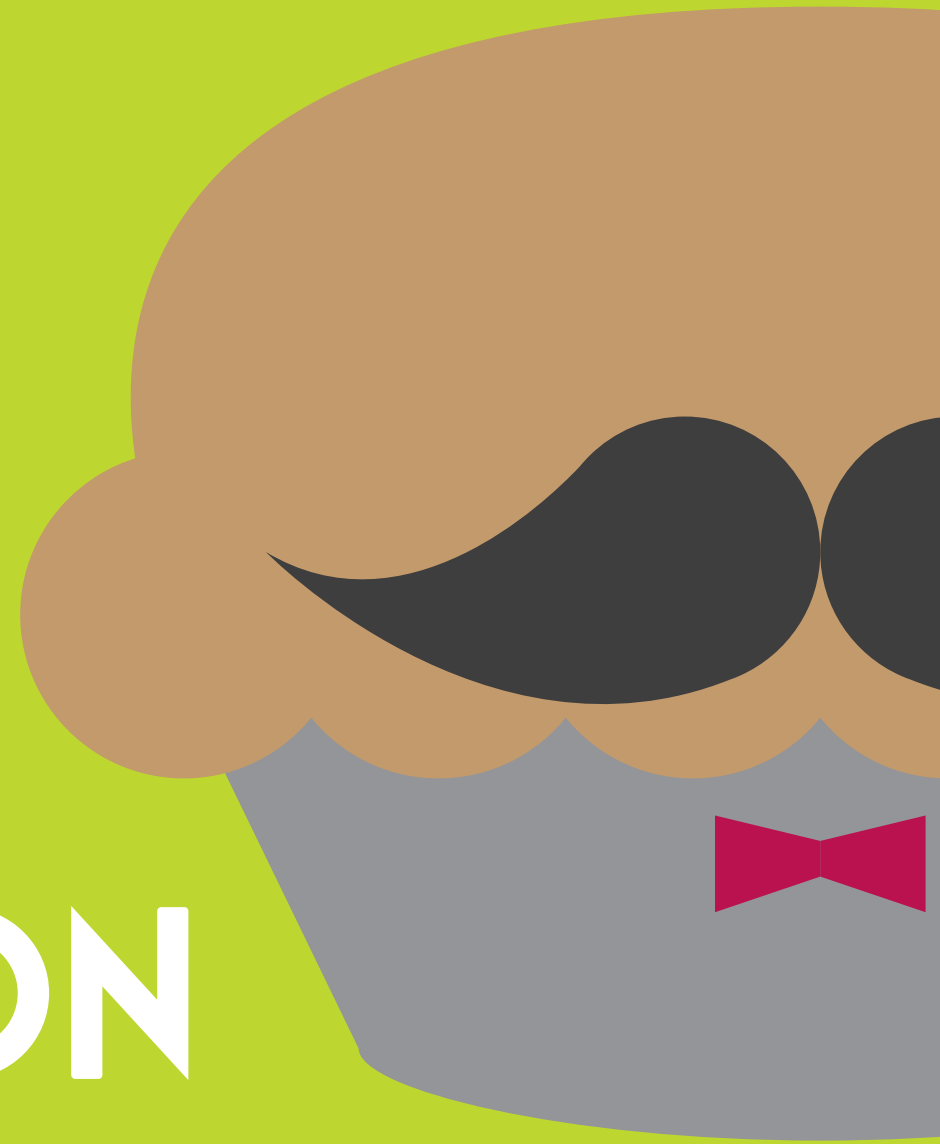


MUFFINMAN

HANNAH'S TEAM 4

AMB 319 MEDIA STRATEGY & PLAN



INTRODUCTION

THE CLIENT



An organisation in helping Seniors with the education of computers;
and to progress them into the new digital era.



TARGET AUDIENCE



PSYCHOGRAPHIC



MEDIA IMPERATIVES

**THEY ARE LARGE
CONSUMERS OF
TELEVISION AND RADIO**



MEDIA IMPERATIVES

**THE MORE TARGETED
MEDIUM FOUND WAS
NEWSPAPERS**



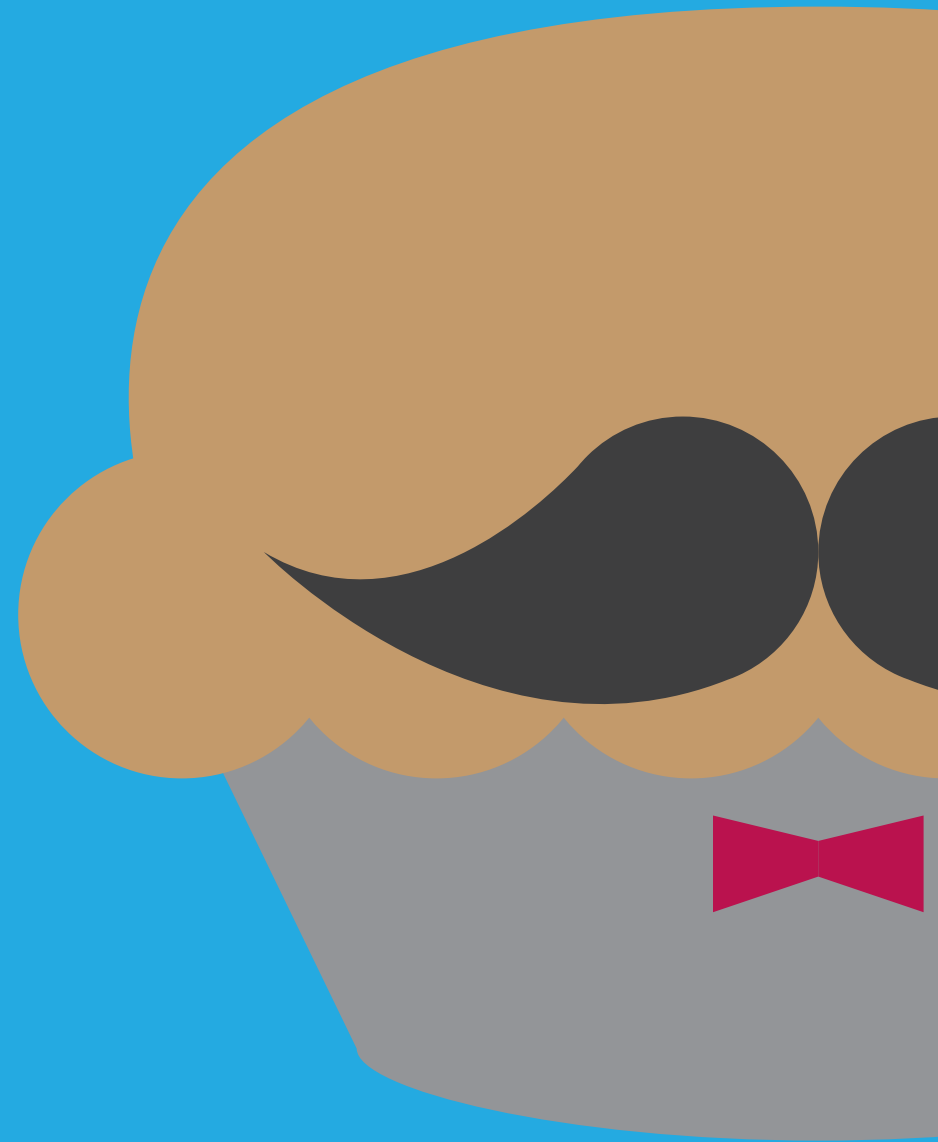
KEY INSIGHT

**THE TREND OF INFORMAL LEARNING AMONGST
THE TARGET AUDIENCE, IT DECREASES THE
NEED FOR THE SERVICE OF BSOL.**





MEDIA STRATEGY



**INFORMAL
TEACHERS**

&

**TARGET
AUDIENCE**





&

**TARGET
AUDIENCE**



CAMPAIGN



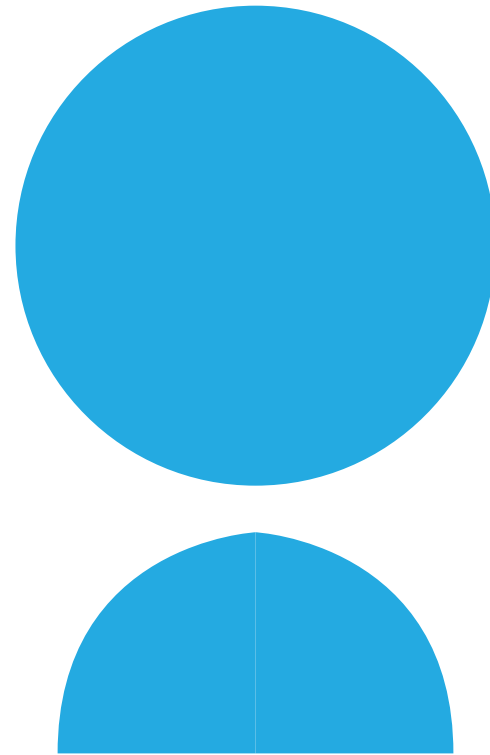
CAMPAIGN

Phase 1

Phase 2



Phase 1



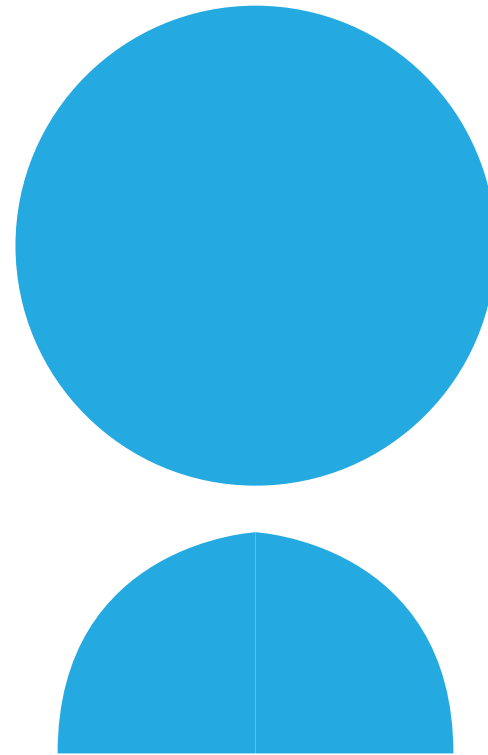
INFORMAL TEACHERS



Phase 1



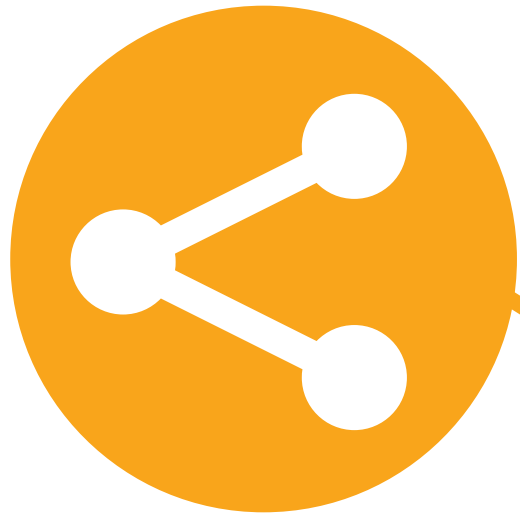
Heavy Social Media Users



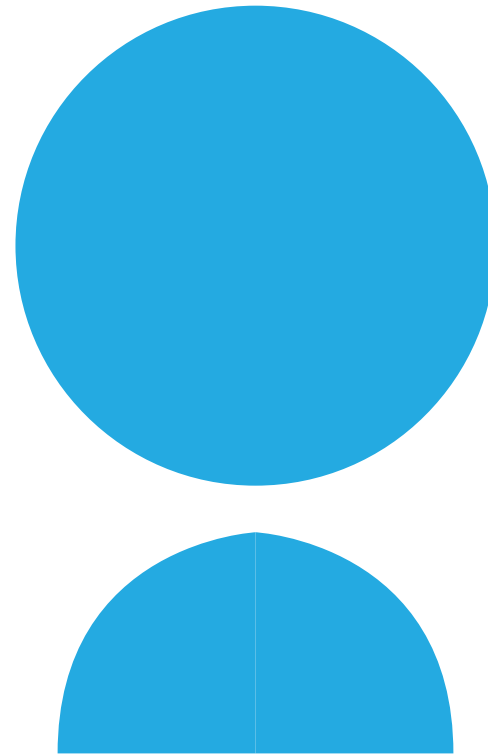
INFORMAL TEACHERS



Phase 1



Heavy Social Media Users



INFORMAL TEACHERS



Share 'Confessions'
of experiences with
people and their
technology troubles



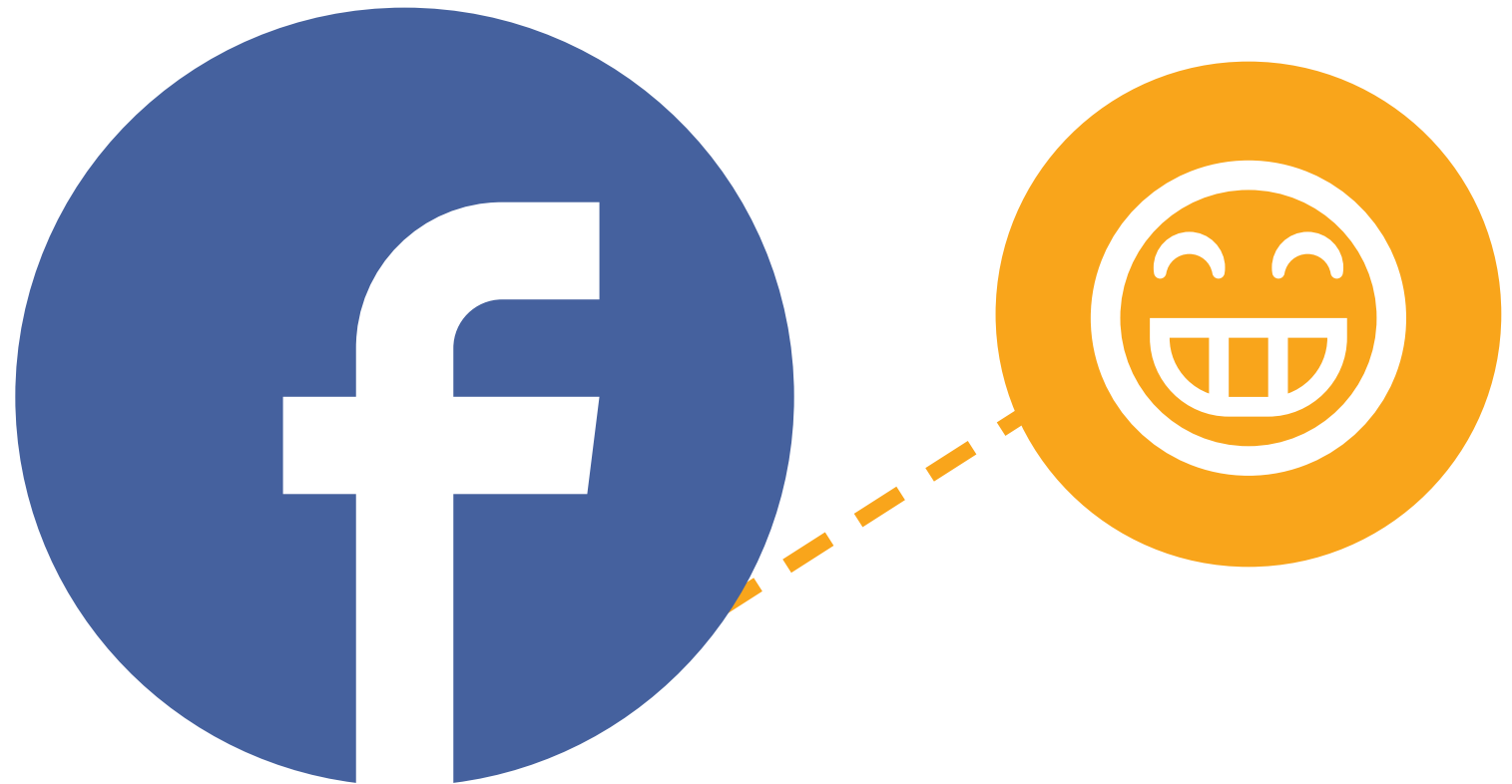
Phase 1



Share 'Confessions'
of experiences with
people and their
technology troubles



Phase 1



- Facebook Page
- User Generated Content
- Sharing: Earned Media



Phase 1



- Page will be moderated
- Prevent any offensive material
- Constantly share user generated content



Phase 1



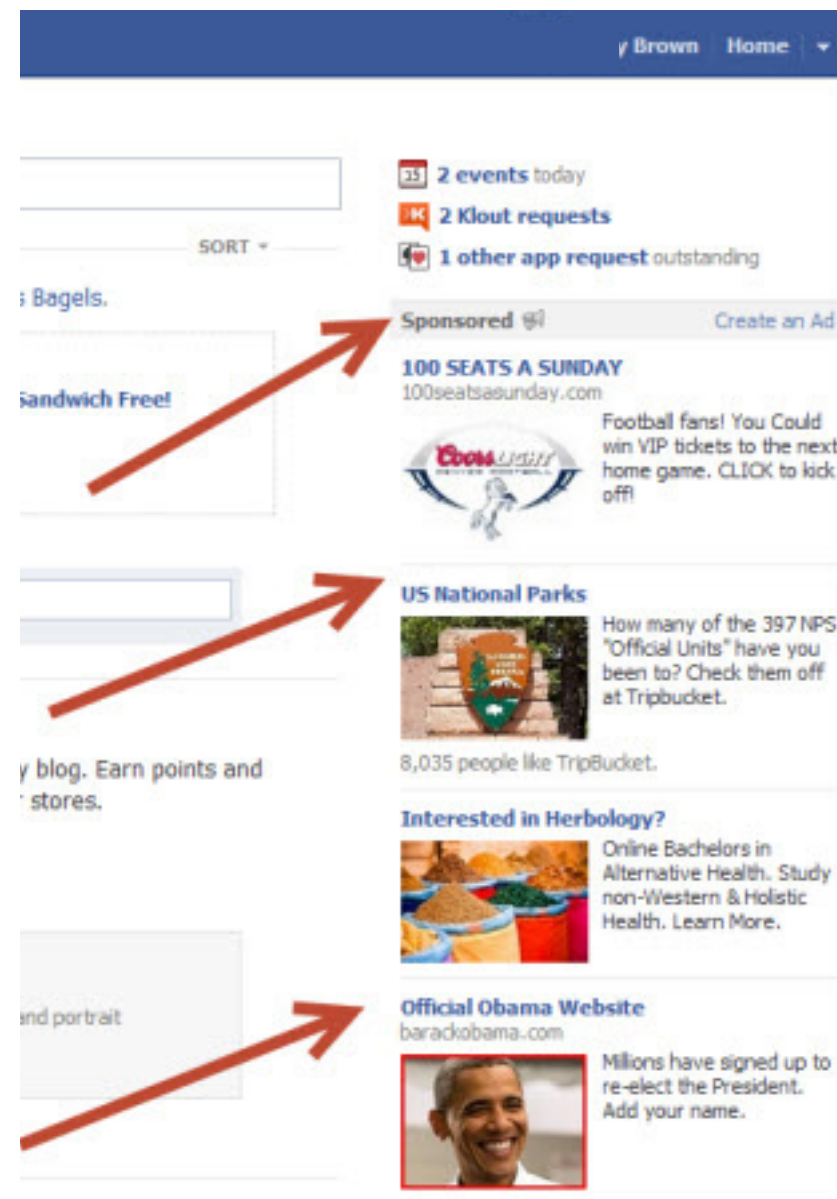
Competition for the funniest story
+ attract more users



Phase 1



Advertising on Facebook



Phase 1



2 MONTHS

PHASE 1



Phase 1



2 MONTHS

PHASE 1

PHASE 2

CONTINUOUS SCHEDULE

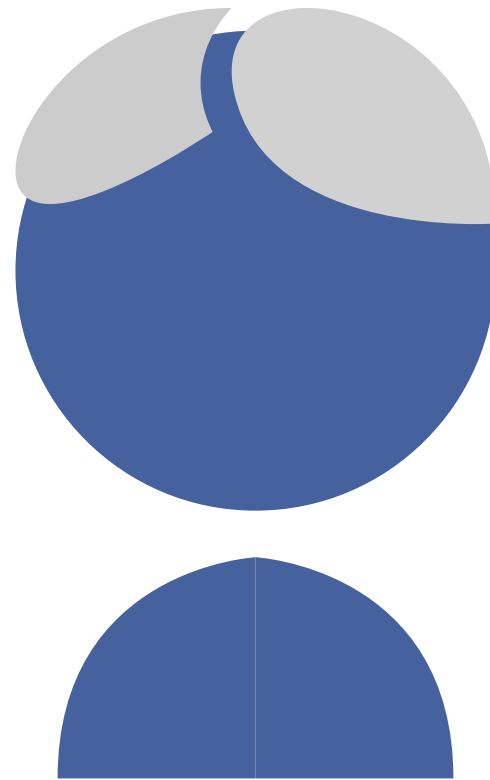




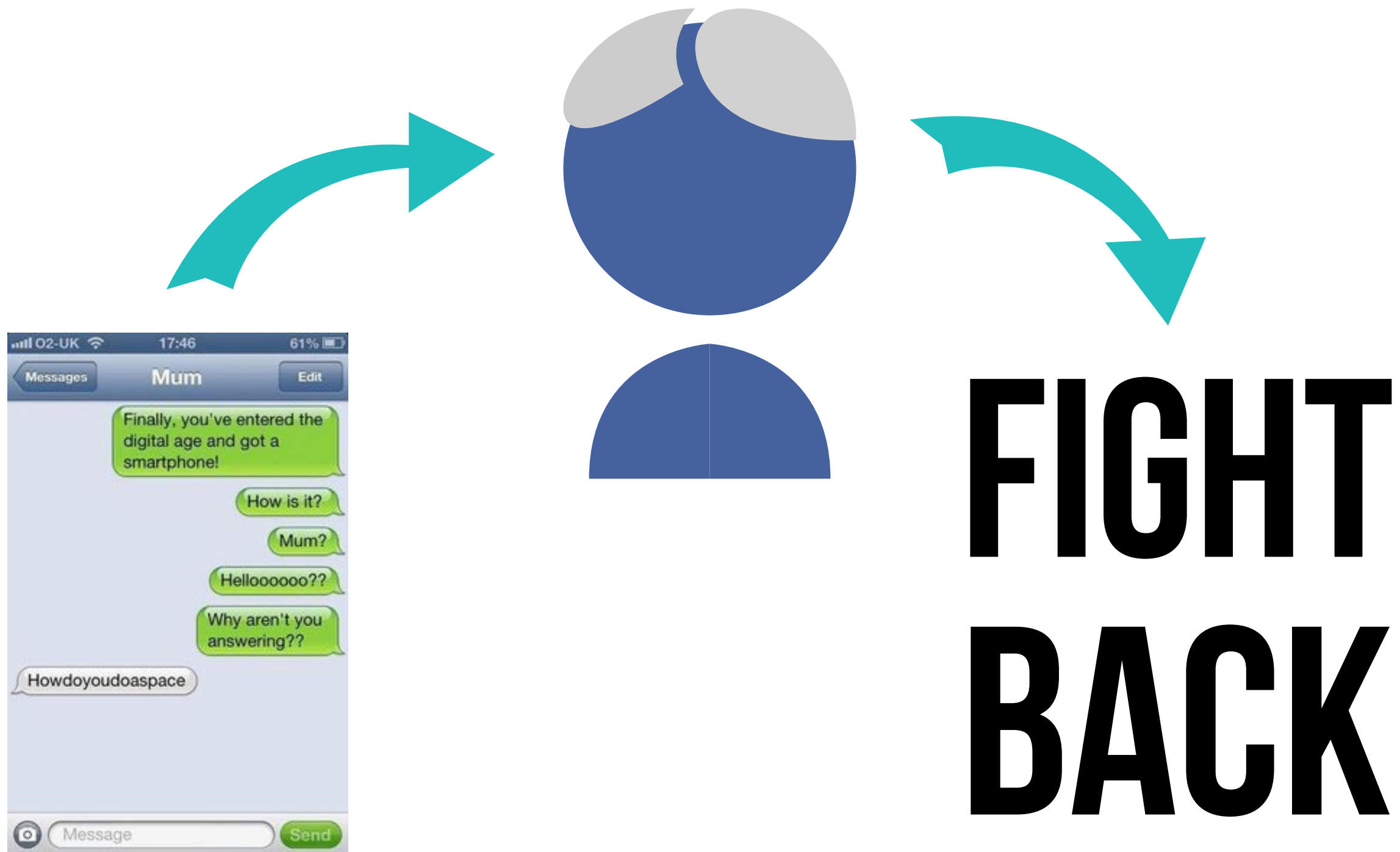
**TARGET
AUDIENCE**



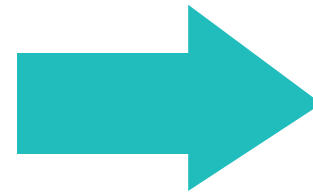
Phase 2



Phase 2



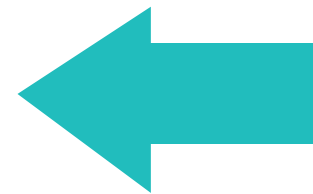
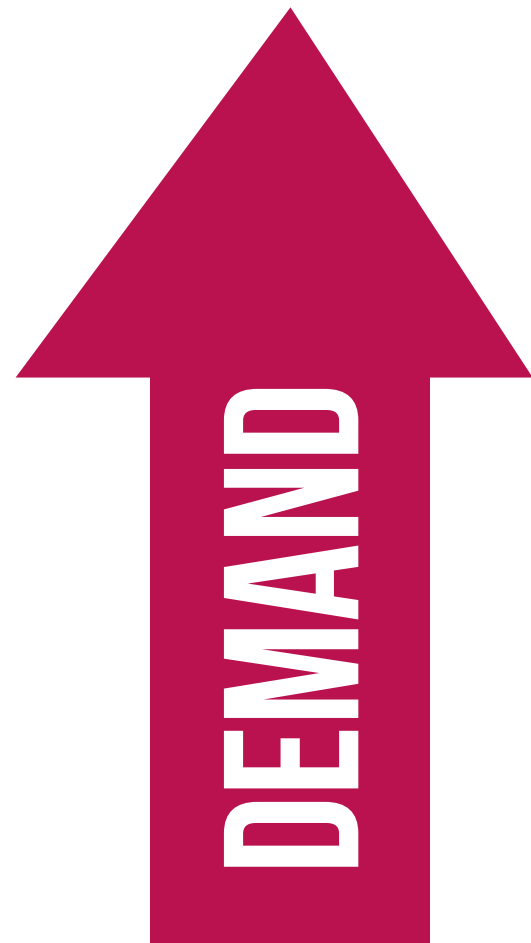
Phase 2



INVOLVEMENT



Phase 2



INVOLVEMENT



Phase 2

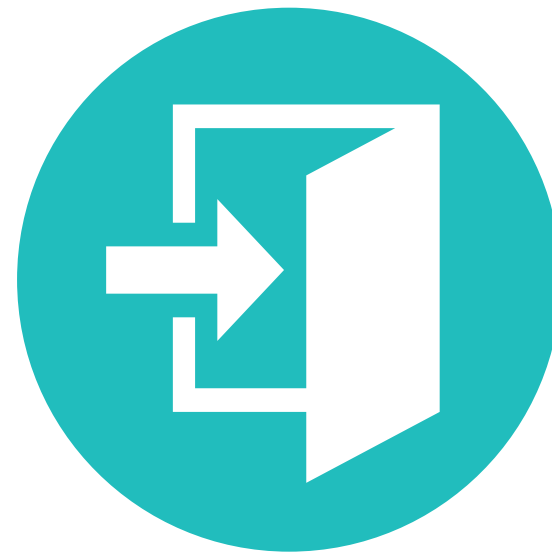
MEDIA CHANNELS



NEWSPAPERS



RADIO



OUTDOOR

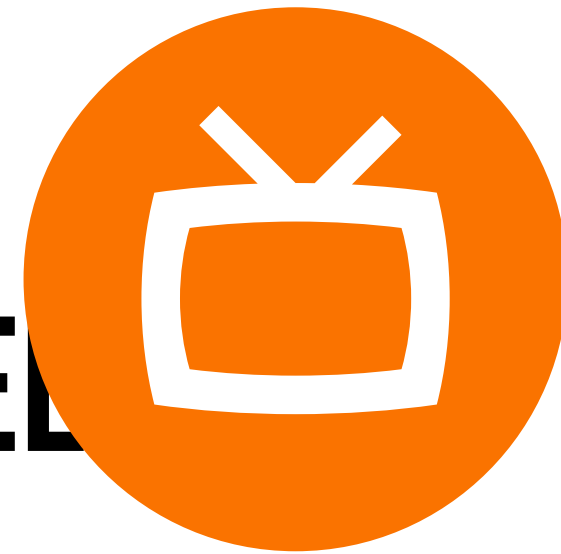


SOCIAL MEDIA



Phase 2

MEDIA CHANNEL



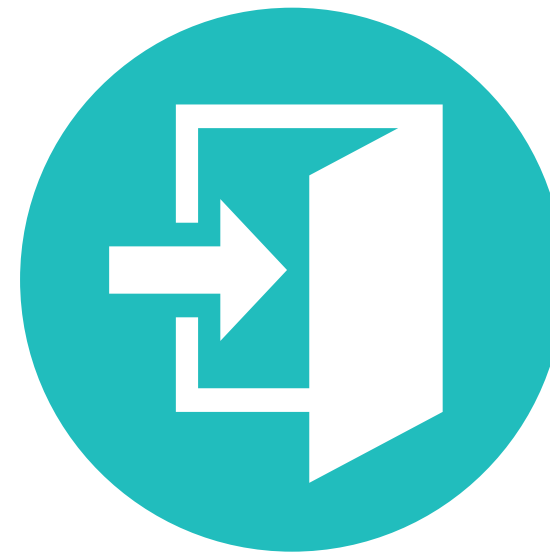
T.V.



NEWSPAPERS



RADIO



OUTDOOR



SOCIAL MEDIA



Phase 2



MESSAGE



Phase 2



MESSAGE

**INFORM BOTH
TARGET AUDIENCE &
INFORMAL TEACHERS**



Phase 2



MESSAGE



Phase 2



3 MONTHS

PHASE 2



Phase 2

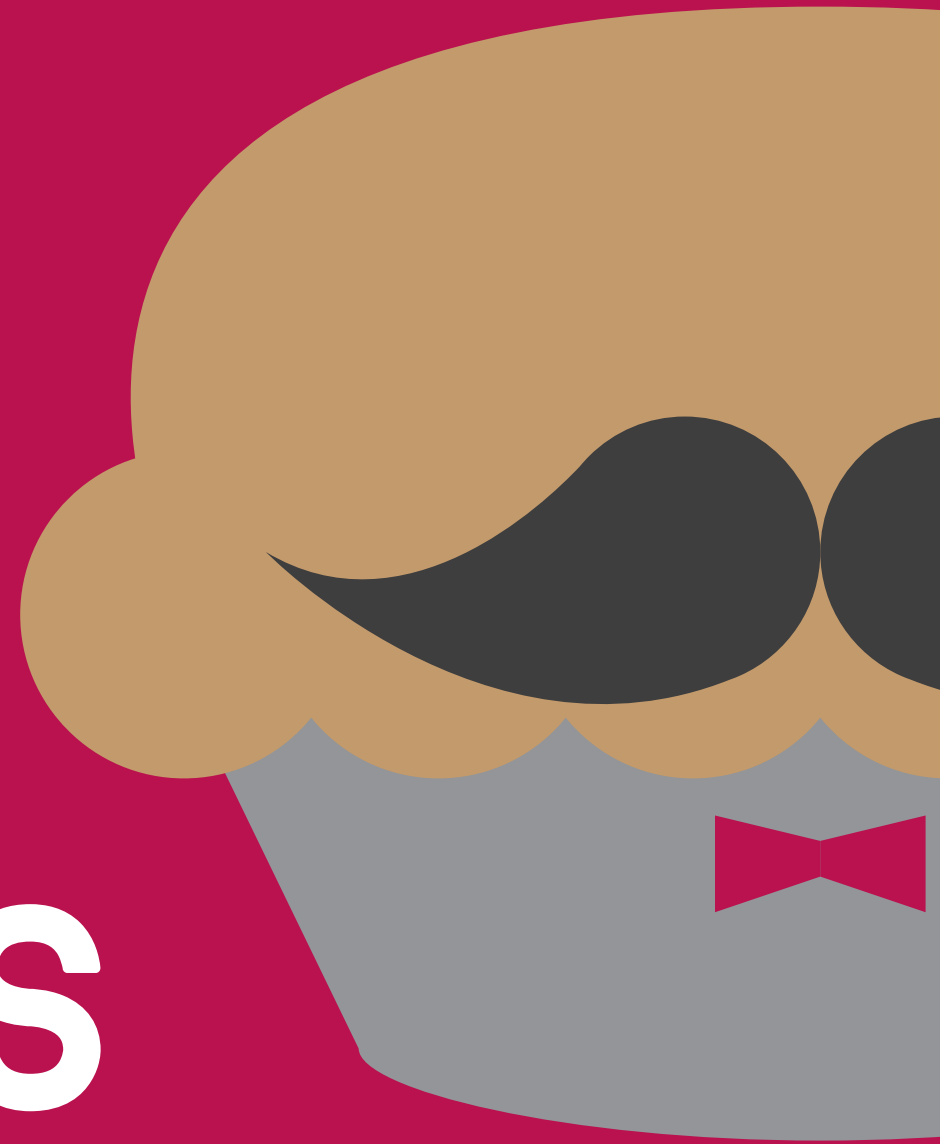


3 MONTHS

PHASE 2

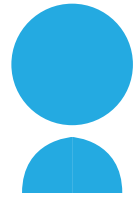
PULSING SCHEDULE



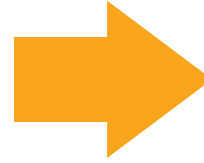


MEDIA OBJECTIVES

Phase 1



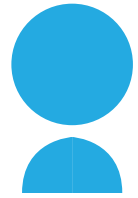
Informal Teachers



- + Technologically Savvy
- + Relationship with Seniors



Phase 1



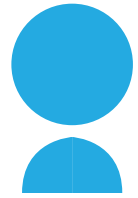
Informal Teachers

REACH 20%

FREQUENCY 2.0



Phase 1



Informal Teachers

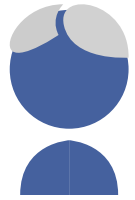
REACH 20% FREQUENCY 2.0



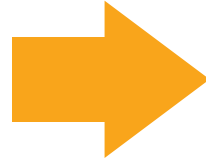
2 MONTHS



Phase 2



Seniors



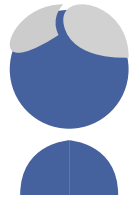
+ > 50 years

+ Brisbane

+ Not confident with technology



Phase 2



Seniors

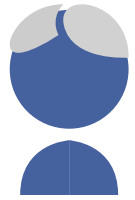
REACH 30% FREQUENCY 4.0



3 MONTHS



Phase 2



Seniors

BUDGET + \$90,000

REACH 60% **FREQUENCY 5.0**

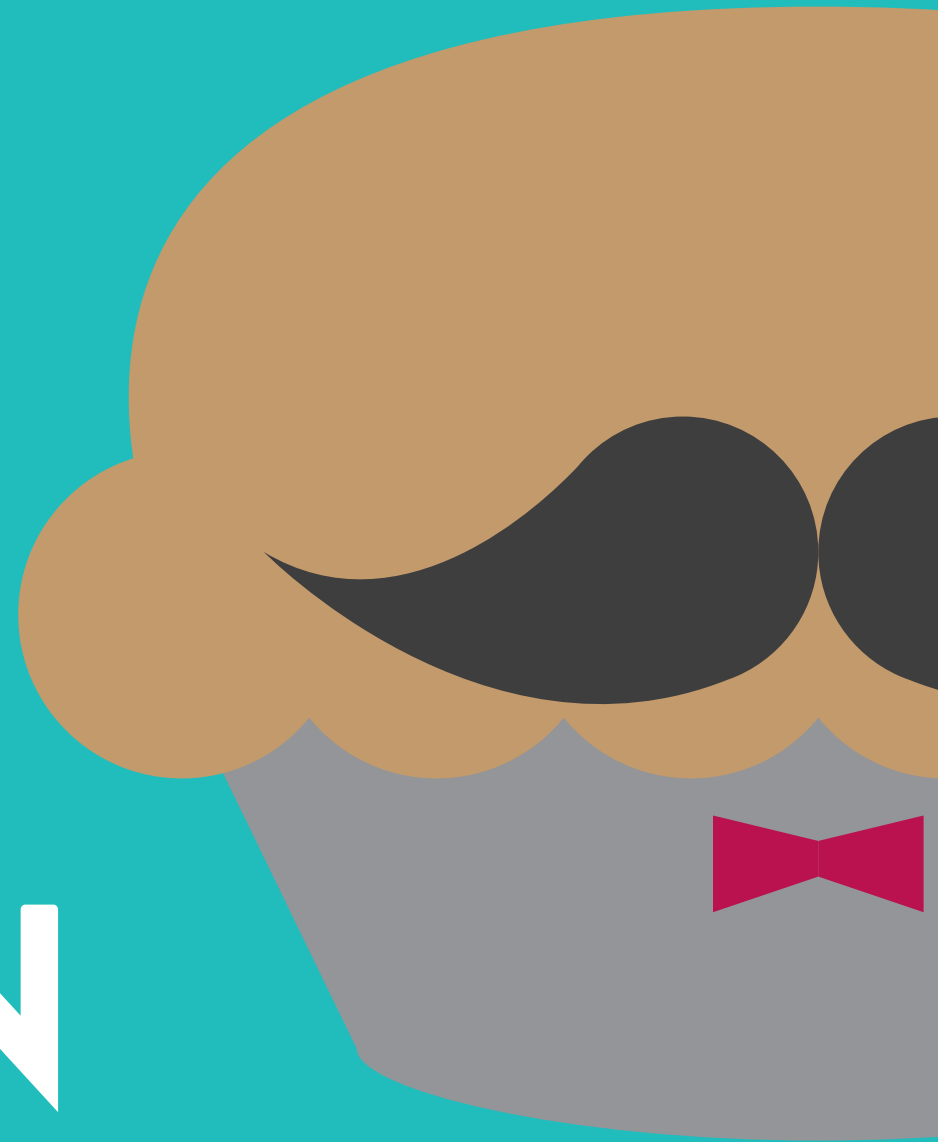


3 MONTHS





MEDIA EVALUATION



OVERALL SUCCESS

BEFORE

CAMPAIGN

AFTER



OVERALL SUCCESS



New Membership



Website Visits





NEWSPAPERS



READERSHIP SURVEYS



Awareness of BSOL
before & after
the campaign





NEWSPAPERS



**READERSHIP
SURVEYS**

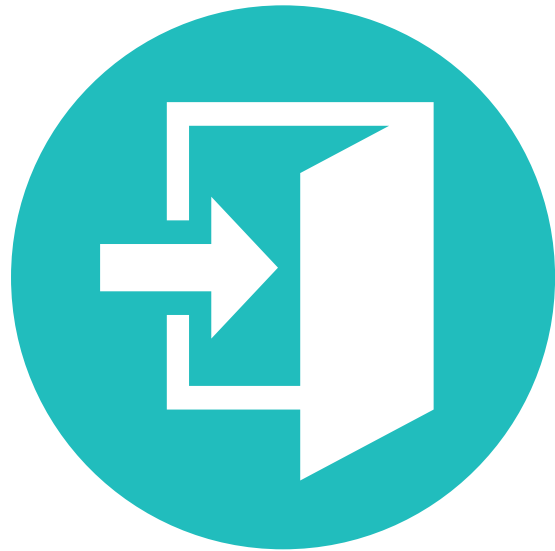


TEAR-SHEETS



Ensure advertisements
ran according to plan





OUTDOOR



STATUS REPORT & PHOTOGRAPHS

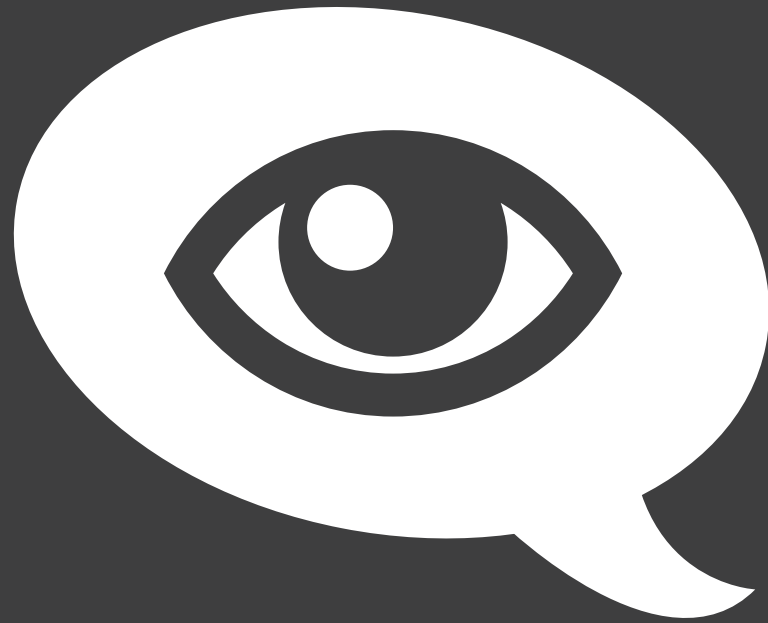


Number of participants
at the event

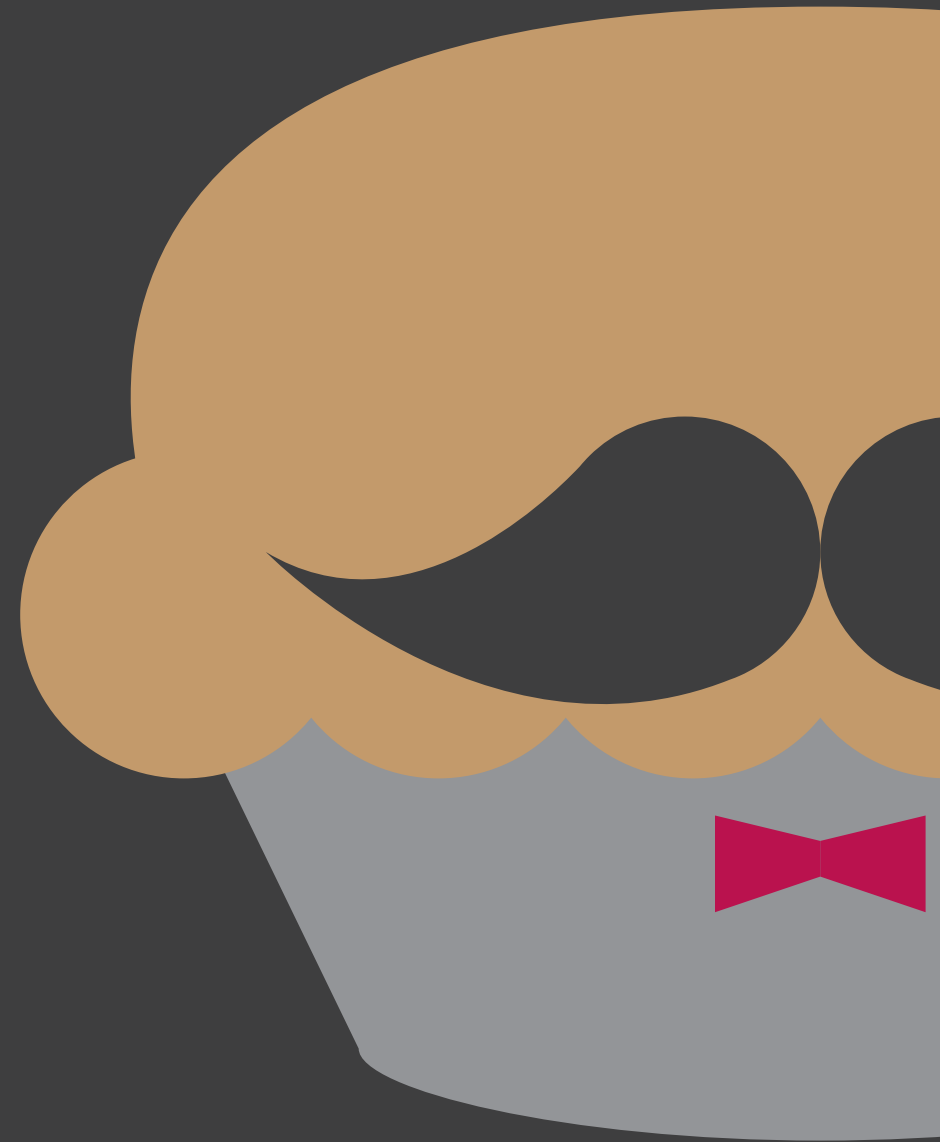
Demonstrations done

Ensure everything runs
according to plan





MEDIA CHANNELS





RADIO



- Engaging on air promotion
 - > Morning Drive, Late Afternoon
- High Reach & Frequency Schedule





NEWSPAPERS

FEVOLA'S FIRST NIGHT OUT IN BRISBANE
READ ALL ABOUT THE AFL STAR AND THE TAXI DRIVER »P7

The Courier Mail
MARCH 20-21 2010 \$2.00 WEEKEND EDITION
couriermail.com.au

'I DON'T WANT TO DO THIS'

Teenager's last words before life lost in wild surf

Clementine Cuneo
Peter Michael

A TEENAGE surf lifesaving champion who drowned in monstrous surf yesterday told his parents just moments before the event: "I really don't want to do this".

As Cyclone Ului brewed off Queensland's coast yesterday, champion teenage swimmer Saxon Bird (pictured) was worried about entering the ferocious sea at Kurrawa that later claimed his life. Minutes before the 19-year-old from Sydney's northern beaches was due to compete in an ironman event, Saxon told his parents "I really don't want to do this". They were his last words.

Moments later, the exceptional sportsman was hit in the head by a runaway surf ski and knocked unconscious. His body was missing for more than an hour before being dragged from the water. He could not be revived.

Coastal Queensland battened down yesterday ahead of category two Cyclone Ului, packing 155km/h winds.

Latest forecasts have the storm tracking directly towards the tourist mecca of Airlie Beach, the Whitsunday Island group and nearby sugar town of Proserpine. It is predicted to make landfall between 4am and 10am tomorrow. Whitsunday resorts are in cyclone lock-down and flights and reef trips have been cancelled.

On the Gold Coast, parents and competitors from across Australia were reeling from the beach tragedy and demanded to know why the Australian Surf Life Saving Titles were not called off because of the weather conditions.

Surf Life Saving Australia's decision to go ahead with the event is being investigated by police.

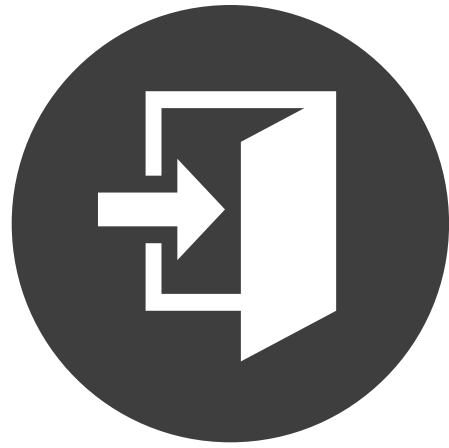
INSIDE
North on cyclone watch »P2 Lifesavers' safety fears »P4
Residents ride it out »P3 Tragedy waiting to happen »P5

THE VERDICT ON BLIGH
MAGAZINE »INSIDE

FAME MONSTER
LIFTOUT »INSIDE

WEATHER REPORT
Cairns Shower or two 31°
Townsville Mostly fine 32°
Barrington Showers 29°
Towamba Fine 25°
Gold Coast Mostly fine 28°
Sunshine Coast Showers 28°
Brisbane Mostly fine 29°
WEATHER »P101



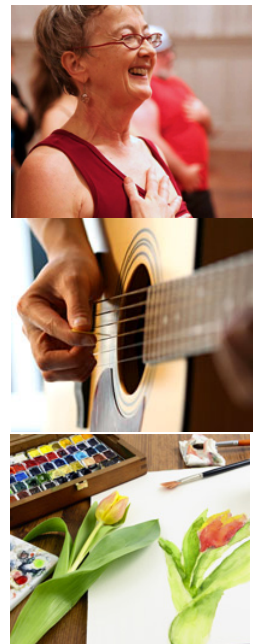


OUTDOOR



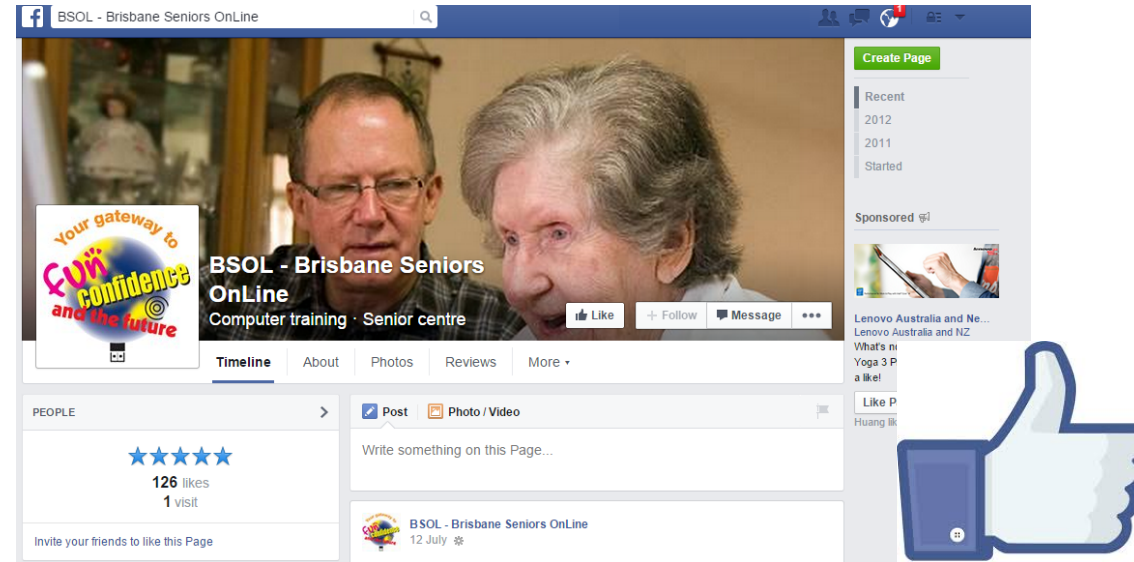
BRISBANE CITY COUNCIL EVENTS FOR SENIORS

- **FITNESS FOR LIFE** @ THE GABBE
- **GUITAR AND DRUMMING** @ UPPER MT GRAVATT
- **DRAWING AND PAINTING** @ UPPER MT GRAVATT





SOCIAL MEDIA



- Target Specifically
- Cost efficient
- Audience being driven to the website



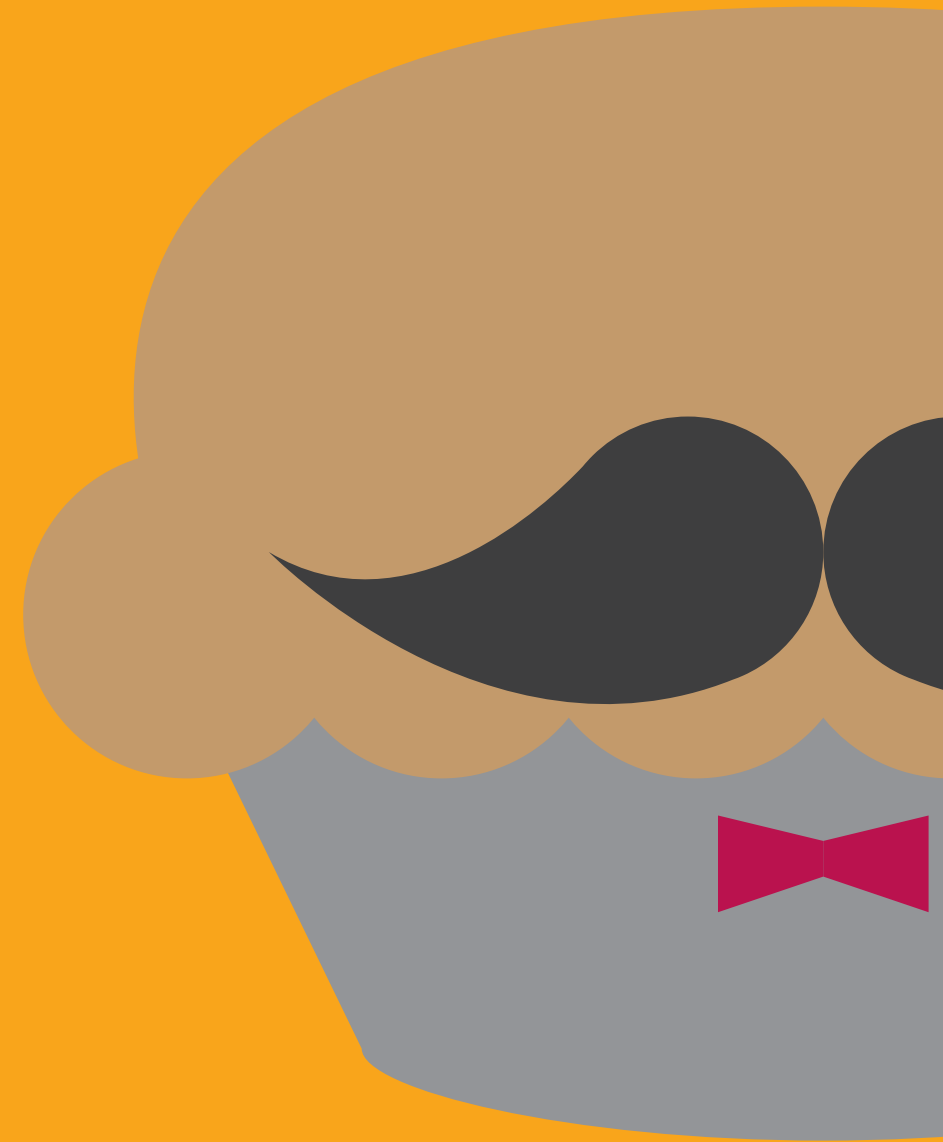


T.V. *(for \$100,000 budget)



- ADAD TV Packaging
- Focus on high rating channels
- Deliver reach at a more expensive cost per reach point



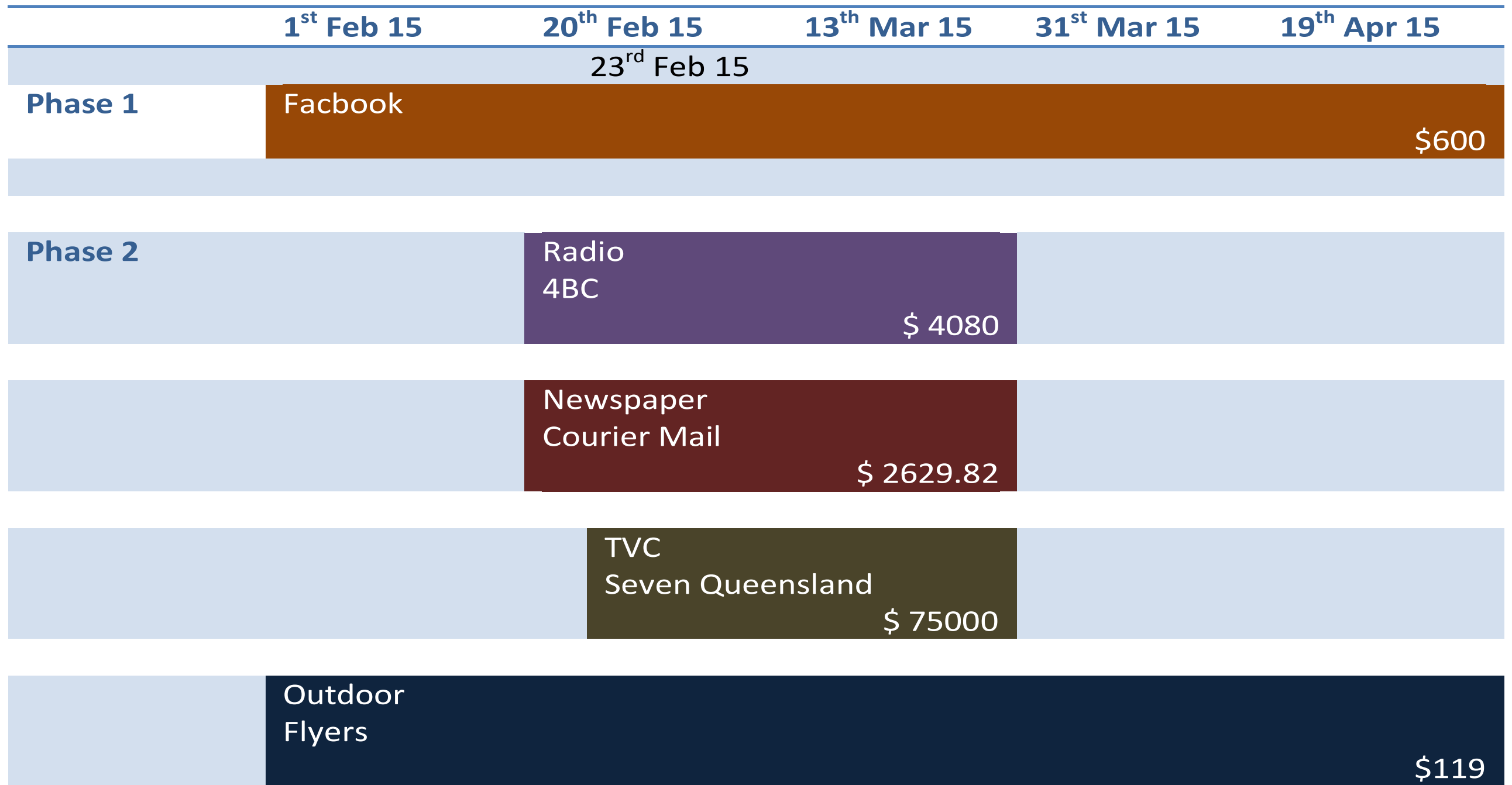


SCHEMATIC

	1 st Feb 15	20 th Feb 15	13 th Mar 15	31 st Mar 15	19 th Apr 15
Phase 1	Facbook				\$600
Phase 2	Radio 4BC				\$ 4080
	Newspaper Courier Mail				\$ 2629.82
	Outdoor Flyers				\$119

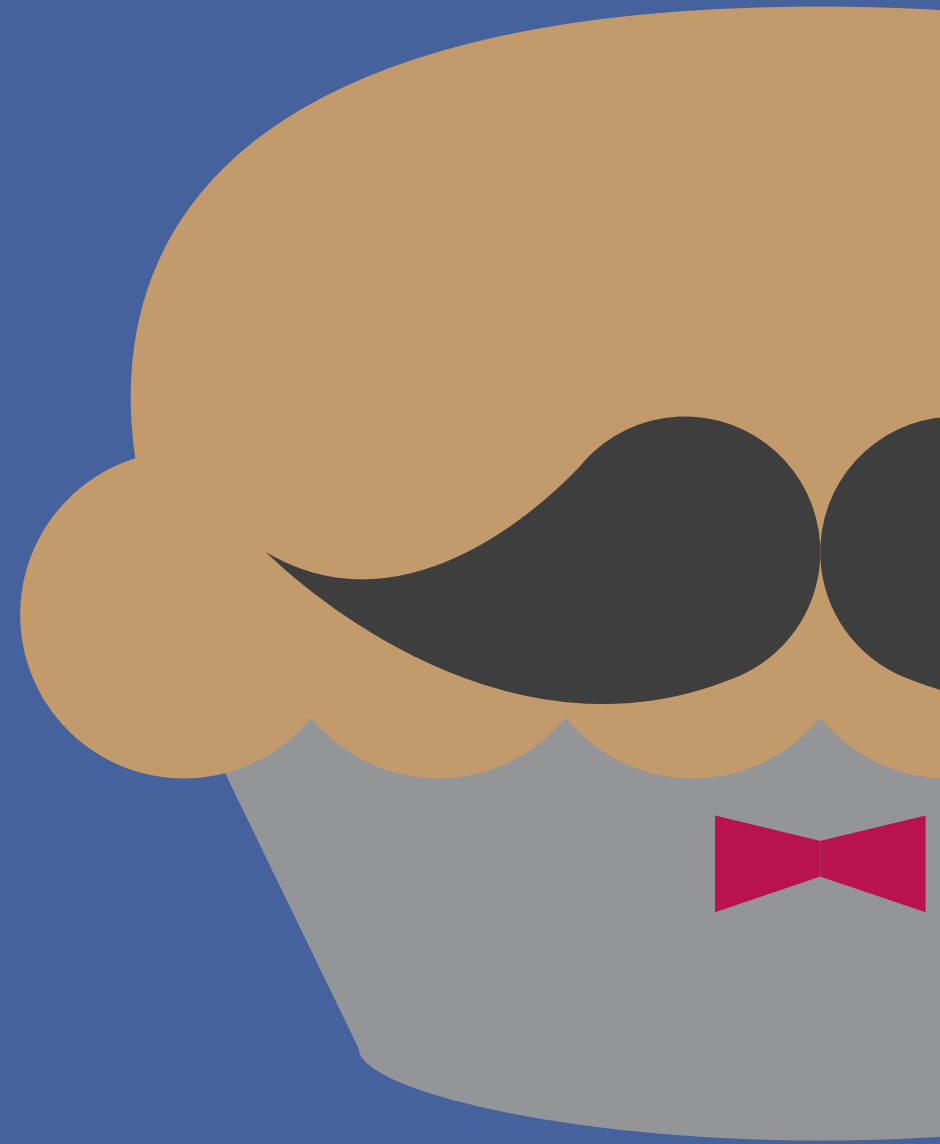
Budget: \$10000
Total cost: \$7309.92





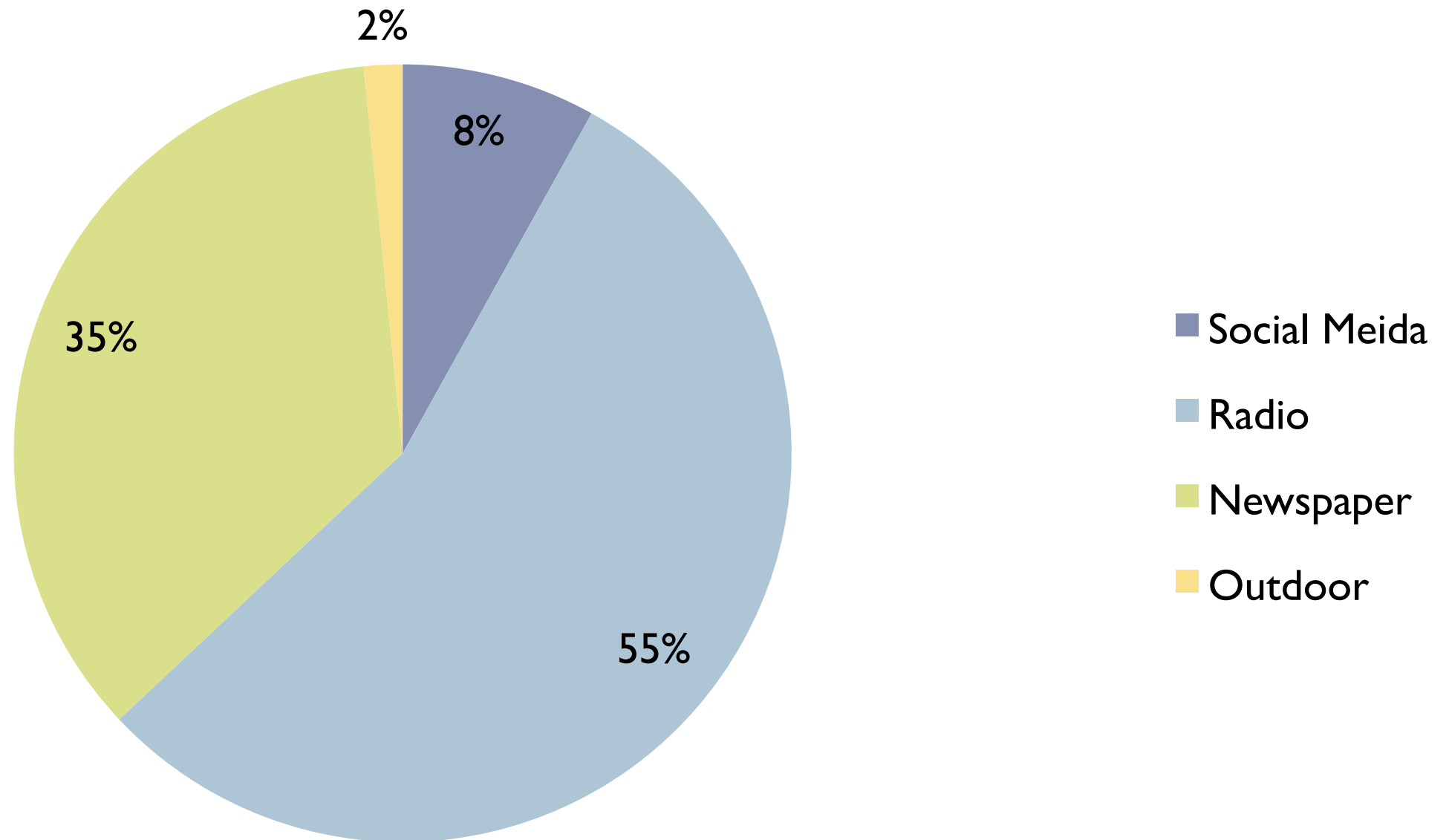
Budget: \$100,000
 Total cost: \$85058.84





BUDGET

\$10,000 BUDGET

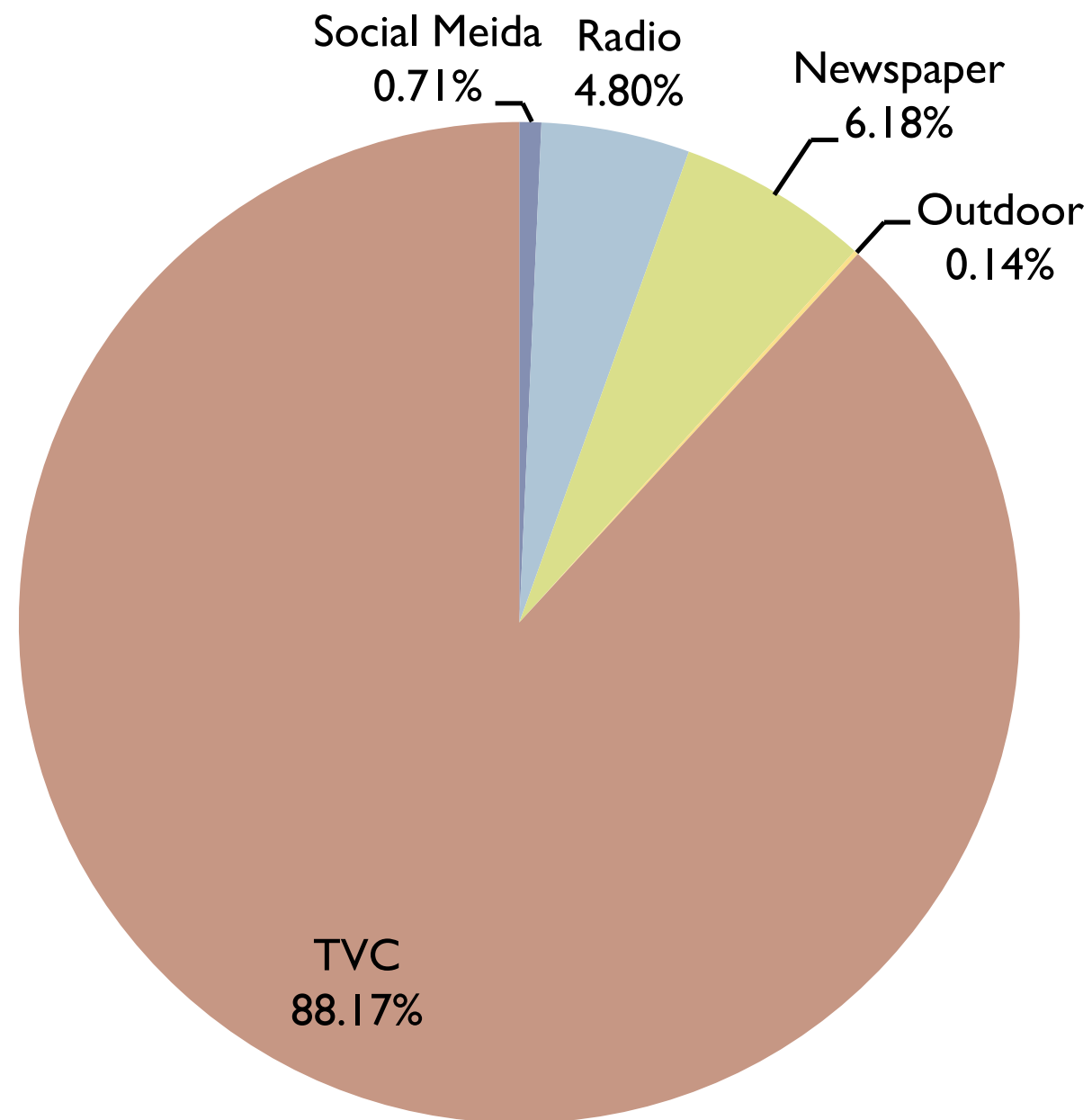


\$10,000 BUDGET

Segment	Media	Investment	% of Investment
			73%
Phase 1	Social Meida	\$600	8%
Phase 2	Radio	\$4080	55%
	Newspaper	\$2629.92	35%
	Outdoor	\$119	2%
TOTAL		\$7309.92	



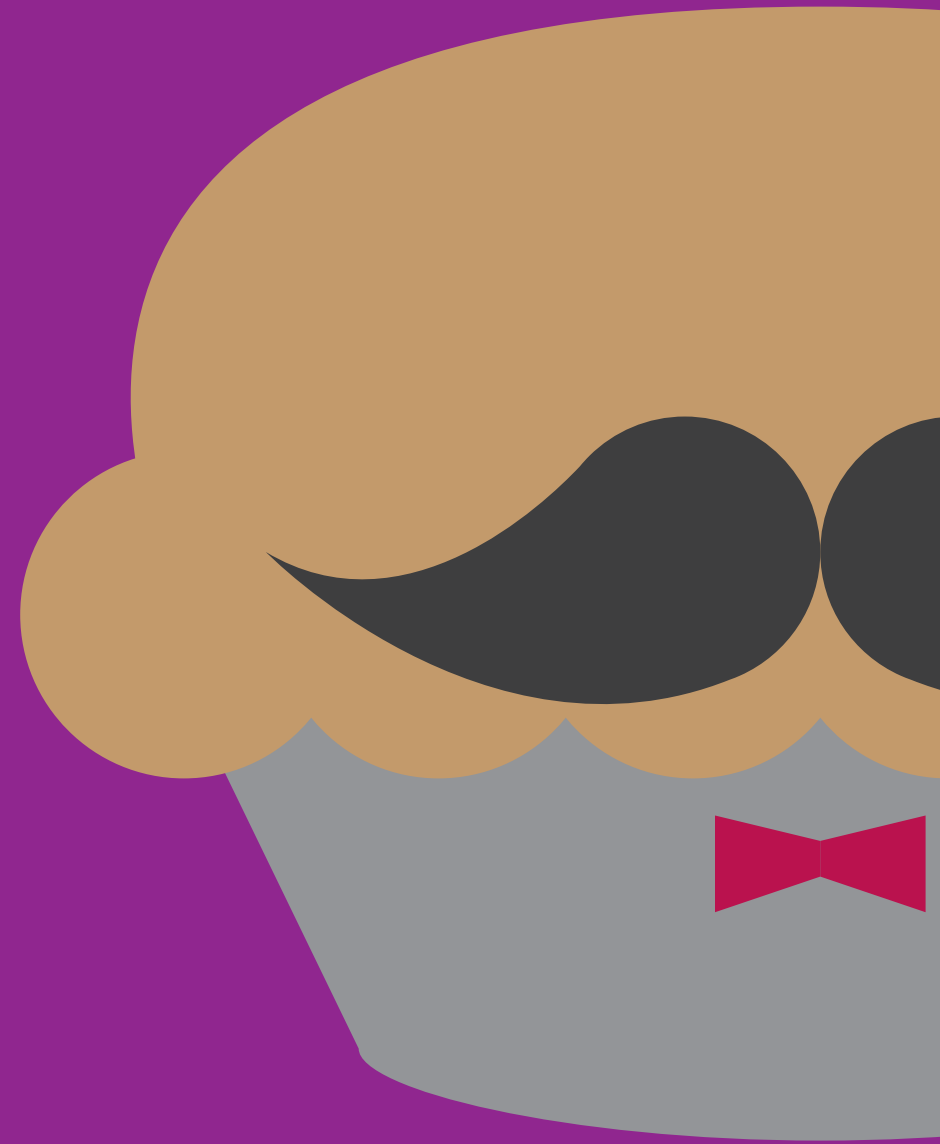
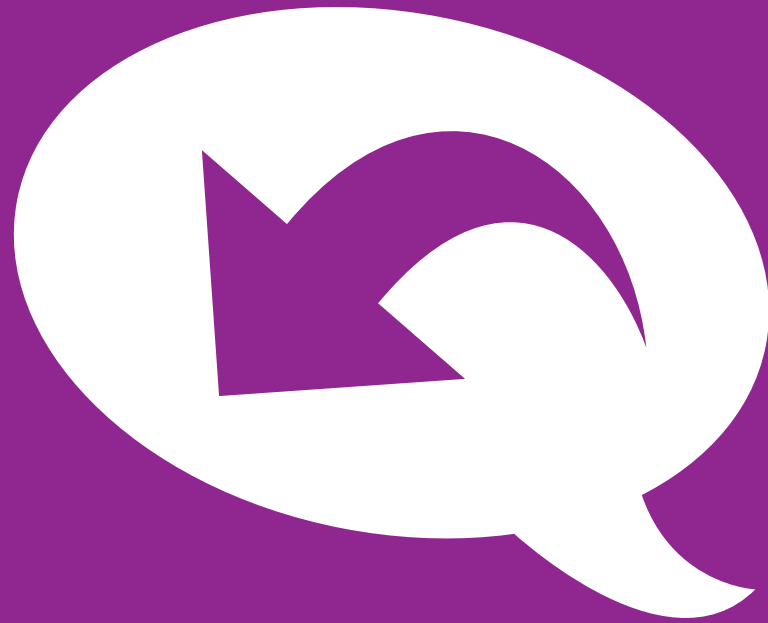
\$100,000 BUDGET



\$100,000 BUDGET

Segment	Media	Investment	% of Investment
			85%
Phase 1	Social Meida	\$600	0.71%
Phase 2	Radio	\$4080	4.8%
	Newspaper	\$5259.84	6.18%
	Outdoor	\$119	0.14%
	TVC	\$75000	
TOTAL		\$85058.84	





SUMMARY