

Media Connections Planning

The most potent media mix fosters a relevant and compelling dialogue with consumers. It should communicate a central idea or theme when consumers are most receptive. But, how do you know when large numbers of your target consumers will be most receptive?

Cost Effective and Focused

Our ChannelSelect™ solution offers a cost-effective way to quantify people's receptivity to different connection points. It also assesses the potential of each connection point to deliver a brand's specific communications strategy. When used in combination with cost information, this will help you make better media connection choices for future campaigns.

A Wide Range of Connections

ChannelSelect covers all the connections opportunities that your marketing teams may choose in order to influence what people think, do and say about your brands. The range of connections opportunities is wide and can include advertising, information and entertainment content, point-of-sale activities, public relations, events, sponsorships, associations, product placements, search, etc., through traditional and digital media and technologies. ChannelSelect helps you identify the good ones.

Engage Your Audience

Our belief is that a brand should have presence in channels that best support your brand idea and drive brand engagement.

This will largely depend on:

- Your target audience's ability, inclination and reasons to engage with the connection point itself
- How relevant the brand idea/message will be in that connection point and how likely it is to influence action

- Your target audience's view on the brand's permission to speak to them in that media space

In the planning process, ChannelSelect quantifies the potential of different connection point options as described above. We also benchmark a brand's current visibility in each connection point.

Not a "Black Box"

Every campaign has different objectives, and ChannelSelect reflects this. Unlike other research tools, it's not a "black box" system.

The interactive final deliverable allows brand managers and media planners to determine the relative importance of ChannelSelect metrics. For example what kind of audience capacity do you need? Is building reach or frequency more important? What kind of impact do you want to make? Is engagement, relevance to the brand idea, or impact on purchase most important?

ChannelSelect represents a rigorous and consumer-centric process to help you determine where your idea works best so that the end plan is well considered, well justified and more likely to achieve your brand's objectives.

It's Not All About Numbers

Communications planning is an art as well as a science. As such, ChannelSelect is often preceded by a qualitative ChannelConnect™ study.

Our ChannelConnect and ChannelSelect solutions share a common framework. Both approaches measure the key attributes of ability, relevance and permission while using complementary methodologies.

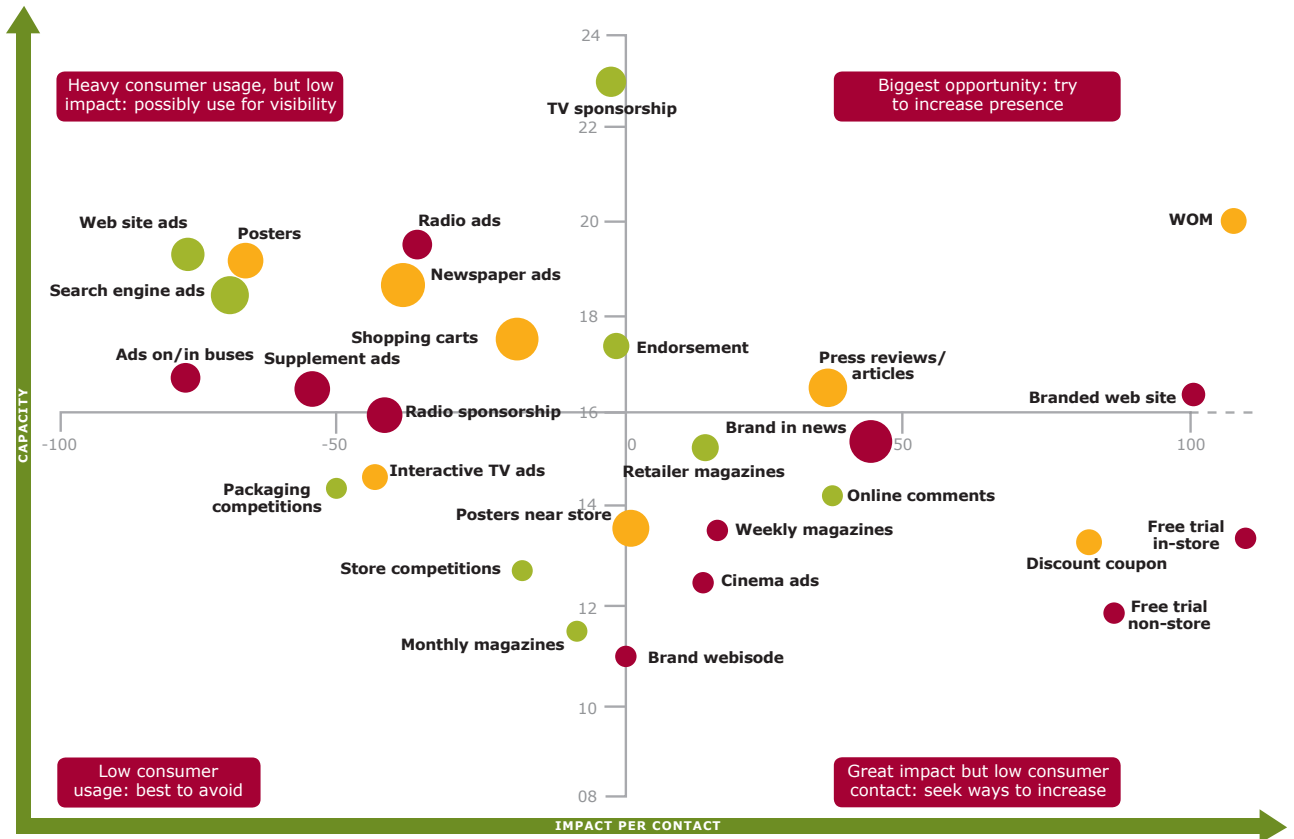
- The qualitative research explores where and when people are most receptive to your brand communications idea/strategy,



CHANNELSELECT

Key ChannelSelect Deliverable

ChannelSelect Summary (Size of bubble denotes brand visibility; color denotes relative strength [green] or weakness [red])



and why — playing a projective, idea-generating role for finding the most potent connection points.

- ChannelSelect quantifies people’s receptivity to a brand’s specific communications strategy across different connection points — testing out all the opportunities being considered or discovered from the qualitative work in the context of a wider range of connections.

Collaboration and Action

Our ChannelConnect and ChannelSelect insight discovery approaches put the consumer at the heart of the media planning process. The findings enable you and your team to use the information in your planning process — providing confidence in the knowledge that the media choices you make are relevant to your target audience.

Contact Us

If you’d like to know more about how ChannelSelect and ChannelConnect can help your team make solid media connection plans, please contact us.

Anne Marie Dillion

+353 1 2974500

Annemarie.dillion@millwardbrownlansdowne.ie

Mary Riordan

+353 1 2974500

Mary.riordan@millwardbrownlansdowne.ie

Louise Dungan

+353 1 2974500

Louise.dungan@millwardbrownlansdowne.ie