

# MEDIA SCHEDULING

**Scheduling Pattern-** The flow of a media schedule across the days, weeks, months or years that define a campaign's media plan.

## Timing



## Degree of Competition



## Budget



## Effective Reach & Frequency



## TYPES

### Continuous Pattern

The advertisement weight is consistent throughout the campaign



#### When to use:

- For frequently purchased products
- Highly defined & narrow target markets
- Expanding markets characterized by Category Development Index (CDI)

### Flighting Pattern

An intermittent pattern of gap insertions where no advertisements run



#### When to use:

- Funding is limited to cover the whole campaign
- Long purchase cycles
- Well-defined seasonalities
- Market share building & stealing (\*Recommended for new brands)

### Pulsing Pattern

A mix of continuous and flighted insertions which result in "heavy-up" periods



#### When to use:

- When you want to keep your brand name top of mind
- Support merchandising events
- Anytime purchase cycle calls for greater emphasis

IMPORTANT CONSIDERATIONS