









MEDIA PLANNING - LOOKING BACK

“Media is putting your message in the right place to target the right audience.”

- LISTEN TO THE FULL PODCAST EPISODE AT WWW.BRAIDCREATIVE.COM/CREDITUNIONPODCAST

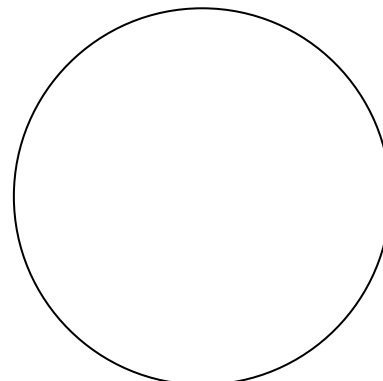
LOOKING BACK: First, let's assess all the places you're showing up. For this past year add up all of your media expenditures by platform, to get an overall view of where you are investing your media dollars.

TOTAL MEDIA SPEND \$ _____ **for** _____ **(YEAR)**

 <p>TV</p> <p>\$ _____</p>	 <p>STREAMING / OTT</p> <p>\$ _____</p>	 <p>RADIO</p> <p>\$ _____</p>	 <p>PRINT</p> <p>\$ _____</p>
 <p>OUTDOOR</p> <p>\$ _____</p>	 <p>SOCIAL MEDIA</p> <p>\$ _____</p>	 <p>ONLINE DISPLAY</p> <p>\$ _____</p>	 <p>GOOGLE ADWORDS</p> <p>\$ _____</p>

Now that you've reviewed your previous year of media spending let's bust out the calculator and look at what percentage of your dollars are going to which media platform. Now grab some colored pencils or highlighters and in the circle space create a pie chart (you can just eyeball it!) so you can visually see your media dollar breakdown.

TV _____ %
Streaming/OTT _____ %
Radio _____ %
Print _____ %
Outdoor _____ %
Social Media _____ %
Online Display _____ %
Google Adwords _____ %

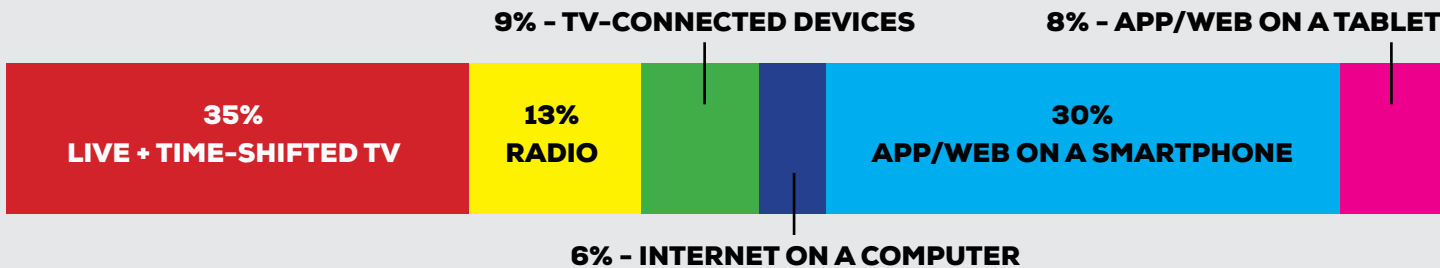


MEDIA PLANNING: LOOKING FORWARD

After assessing what your previous media plans were it's time to make a plan for what's next. After analyzing what worked and what didn't use this space to evolve your media plan. Are there any platforms you want to eliminate from your plan? Or perhaps you want to budget and plan for something new! Use this worksheet to strategically plot out where you want to allocate your media dollars this year.

SHARE OF DAILY TIME SPENT BY PLATFORM:

based on total U.S. Population, Adults 18+ 1Q 2020



All of these mediums we've outlined don't match up with this consumption chart exactly – you may have to make some assumptions – but it should give you an idea of how Americans are investing their time with media. Based on this information:









WHERE DO YOU NEED TO MAKE ADJUSTMENTS? _____

WHAT MEDIUM SHOULD YOU PULL BACK FROM? _____

WHAT MEDIUM SHOULD YOU LEAN INTO A LITTLE MORE? _____

WHAT IS A NEW TACTIC YOU HAVE BEEN WANTING TO TRY? _____

MEDIA BUDGET \$ _____ for _____
(YEAR)

 TV \$ _____	 STREAMING / OTT \$ _____	 RADIO \$ _____	 PRINT \$ _____
 OUTDOOR \$ _____	 SOCIAL MEDIA \$ _____	 ONLINE DISPLAY \$ _____	 GOOGLE ADWORDS \$ _____

EXTRA CREDIT: Calculate the percentage of your budget for each media and create a pie-chart. How does it compare to last year?