



2008 Media Case Study Template

Use these guidelines to put your 800 -1000 word case study together. If you exceed this (as decided by the judges), you will be penalized, so keep your words clear and succinct.

EXECUTIVE SUMMARY

Summarize the target insight, media ideas and strategies. What are you trying to achieve? Show your strategy and insight clearly.

100 words

INSIGHTS

- Need to profile the target(s) and then identify insights on the consumer, brand, market and competition, as pertinent.
- Are there multiple targets? (consumer, trade, primary, secondary)
- Demographics, psychographics, lifestyle and media habits
- Key insights that led to media selection and/or ideas
- May want to source PMB, BBM, Nielsen

250 words

MEDIA STRATEGIES

- What do you want to recommend?
- How does your strategy connect to your insight?

This is where your innovation is featured; show your creative ideas.

Should contain:

- Overall strategies
- Media selection / role
- Buying strategies / rationale
- Seasonal strategy – When would you recommend advertising? Why?
- Regional Strategy – In which regions and at what priority?

500 words

BLOCKING CHART

Include pertinent details – media, weekly scheduling, weight levels, and budget summary.