

Now it's your turn:

As a media planner, you need to determine the reach and frequency combination of a variety of media combinations. You also need to determine which combination meets the following media objective "Obtain a minimum reach of 50 and a minimum frequency of 3.2"

| Plan A: | TV Program X |           |  | GRP's | Magazine Y |           |  | GRP's |
|---------|--------------|-----------|--|-------|------------|-----------|--|-------|
|         | Reach        | Frequency |  |       | Reach      | Frequency |  |       |
|         | 40           | 3.0       |  | 120   | 20         | 2.0       |  | 40    |
| Plan B: | 35           | 2.6       |  | 91    | 30         | 3.0       |  | 90    |
| Plan C: | 30           | 4.0       |  | 120   | 25         | 2.0       |  | 50    |

1. What is the combined reach and frequency for Plan A?
2. What is the combined reach and frequency for Plan B?
3. What is the combined reach and frequency for Plan C?
4. Of the three plans, which one meets the criteria minimum 50 reach AND a minimum frequency of 3.2?

Show your work!

When finished, make sure to click Submit.

Optionally, click Save as Draft to save changes and continue working later, or click Cancel to quit without saving changes.

Media Solutions

# How To Calculate Combined Reach And Frequency Across Media

**Neil Bendle, Paul W. Farris, Phillip  
Pfeifer, David Reibstein**



## **How To Calculate Combined Reach And Frequency Across Media:**

**Your Guide To Entertainment Marketing and Performance (Collection)** Al Lieberman, Patricia Esgate, Paul W. Farris, Neil Bendle, Phillip E. Pfeifer, David Reibstein, 2013-08-08 Entertainment spending is soaring worldwide driven by new technologies new platforms new business models and unrelenting demand amongst seven billion consumers That means entertainment marketing opportunities are soaring too But this business is more complex and competitive than ever and it s changing at breakneck speed Now two leading practitioners show how to transform content into profits today and tomorrow in *The Definitive Guide to Entertainment Marketing Marketing Metrics The Definitive Guide to Measuring Marketing Performance* Second Edition is the definitive guide to today s most valuable marketing metrics In this thoroughly updated and significantly expanded book four leading marketing researchers show exactly how to choose the right metrics for every challenge and expand their treatment of social marketing web metrics and brand equity They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight [Marketing Metrics](#) Neil Bendle, Paul W. Farris, Phillip Pfeifer, David Reibstein, 2020-08-23 Your Definitive Up to Date Guide to Marketing Metrics Choosing Them Implementing Them Applying Them This award winning guide will help you accurately quantify the performance of all your marketing investments increase marketing ROI and grow profits Four renowned experts help you apply today s best practices for assessing everything from brand equity to social media email performance and rich media interaction This updated edition shows how to measure costly sponsorships explores links between marketing and financial metrics for current and aspiring C suite decision makers presents better ways to measure omnichannel marketing activities and includes a new section on accountability and standardization in marketing measurement As in their best selling previous editions the authors present pros cons and practical guidance for every technique they cover Measure promotions advertising distribution customer perceptions competitor power margins pricing product portfolios salesforces and more Apply web online social and mobile metrics more effectively Build models to optimize planning and decision making Attribute purchase decisions when multiple channels interact Understand the links between search and distribution and use new online distribution metrics Evaluate marketing s impact on a publicly traded firm s financial objectives Whatever your marketing role *Marketing Metrics* will help you choose the right metrics for every task and capture data that s valid reliable and actionable

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*The One-day Marketing Plan* Roman G. Hiebing, Scott W. Cooper, 1999 A new edition of the guide to creating a successful marketing plan It now includes a free software disk that will streamline marketing planning

**Innovative Marketing Communications** Guy Masterman, Emma Wood, 2007-06-01 Innovative Marketing Communications for Events Management provides students and event managers with a complete insight into the strategic and innovative marketing of events of all scales and nature The book builds a conceptual framework for the development planning implementation and evaluation of innovative communication strategies for the marketing of events and the effective use of events as an innovative communications method in general organizational marketing With a strong practical underpinning Innovative Marketing Communications for Events Management emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies *Kleppner's Advertising Procedure* Thomas Russell, W. Ronald Lane, 1993 **The Successful Marketing Plan** Roman G. Hiebing, Scott W. Cooper, 2003-06-13 This new edition of The Successful Marketing Plan details an easy to follow and completely updated methodology for creating a results focused customer driven marketing plan Internet marketing issues and challenges receive much greater attention including an entirely new chapter as well as seamless integration throughout the text *Marketing* Warren J. Keegan, 1995 Includes index ill credits Class Action Litigation Report , 2001

**Advertising Theory and Practice** Charles Harold Sandage, Vernon Fryburger, Kim B. Rotzoll, 1979 Advertising Albert Wesley Frey, Jean C. Halterman, 1970 November 2006 **Contemporary Advertising** William F. Arens, Bovee, 1994 Contemporary Advertising 10 e is one of the best selling advertising texts in this field Known as the coffee table book for Advertising it is known for its current examples the author s ability to pull from real world experiences and the clear writing style Taking a comprehensive view of the industry this text presents advertising from the creative stand point and Arens draws from his own industry experience to lend life to the examples Author Bill Arens continues to address the importance of Integrated Marketing Communications IMC in the field of Advertising and how it impacts advertising strategy through featured examples of IMC campaigns *Brandweek* , 2005-04 **Adweek** , 1995-11 *Marketing* , 1980 *Promotional Strategy* James F. Engel, Martin R. Warshaw, Thomas C. Kinnear, 1983 Journal of Public Policy & Marketing , 2005

**Proceedings of the ... Conference of the American Academy of Advertising** American Academy of Advertising. Conference, 2000 Advertising Concepts and Strategies Christopher C. Gilson, Harold W. Berkman, 1980 **Promotional Management** Robert J. Eng, Morton Galper, 1988

## **How To Calculate Combined Reach And Frequency Across Media** Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has are more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**How To Calculate Combined Reach And Frequency Across Media**," compiled by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we will delve to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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