

Interactive Media Planning Guide

Objective: Achieve awareness of Gadget X of 50 percent among target audiences and sales of 500,000 Gadget X's in six months.

Message: Gadget X saves 30 percent of your time and costs 10 percent less than competitor's gadget Y

***AIDAS = Awareness, Interest, Desire, Action (purchase), Satisfaction**

Media	Total	Est. Audience Reach	Interactivity by	Objective - AIDAS*	Responsible	Due Date	Budget
Early Adopters snail mail list	1	10,000	URL/ 800-/ QR code	Increase Awareness/ Interest/ desire / purchase	Mktg		
Early Adopters e-mail list	1	15,000	URL	Increase Awareness/ Interest/ desire / purchase	Mktg		
Catalogs/ databases	25	100,000	URL / QR code	Increase Awareness/ Interest/ desire / purchase	Mktg		
Online shopping sites	10	1,000,000	URL	Increase Awareness/ Interest/ desire / purchase	Mktg		
Store endcap - execution	1	2,000,000	URL / QR code	Increase desire / purchase	Mktg		
Store signage - executions	3	2,000,000	URL / QR code	Increase Awareness/ Interest/ desire / purchase	Mktg		
In-store sales training - execution	1	8,000	1-to-1	Increase Awareness/ Interest/ desire / purchase	Mktg		
Coupon - executions	2	500,000	URL / QR code	Increase desire / purchase	Mktg		
Web page banner ads - executions	3	75,000	URL	Increase Awareness/ Interest/ desire / purchase	Mktg		
TV ads - executions	3	20,000,000	URL	Increase Awareness/ Interest/ desire	Mktg		

Magazine ads - executions	4	1,500,000	URL / QR code	Increase Awareness/ Interest/ desire / purchase	Mktg		
Newspaper ads- executions	4	1,500,000	URL / QR code	Increase Awareness/ Interest/ desire / purchase	Mktg		
Billboard ad - execution	1	400,000	URL / QR code	Increase Awareness/ Interest/ desire	Mktg		
Search ad	1	300,000	URL	Increase Awareness/ Interest/ desire / purchase	Mktg		
Product Brochures - executions	2	100,000	URL / QR code	Increase Awareness/ Interest/ desire / purchase	Mktg		
Promotional giveaway - Hat with logo/ URL	1	10,000	URL	Increase Awareness/ Interest/ desire	Mktg		
Packaging - execution	1	500,000	URL / QR code	Increase Awareness/ Interest/ desire / purchase	Mktg		
800- response / customer care	1	400,000	1-to-1	Increase purchase/ satisfaction	Mktg		
Video game ad/product placement	1	25,000	URL	Increase Awareness/ Interest/ desire	Mktg		
Product Logo/ signage - execution	1	20,000,000	URL/ QR code	Increase Awareness/ Interest/ desire	Mktg		
Cinema Ads	1	1,000,000	URL	Increase Awareness/ Interest/ desire	Mktg		
Product Placement	4	500,000	URL	Increase Awareness/ desire	Mktg		
YouTube videos	3	30,000	URL, 800- 1-to-1 comments	Increase Awareness/ Interest/ desire	Mktg, Social Media		

Trade show outreach	3	10,000	1-to-1	Increase Awareness/ Interest/ desire	Mktg/ PR		
Sponsorship - NASCAR	1	20,000,000	URL / QR code	Increase Awareness/ Interest/ desire	Mktg/ PR		
Product introduction event/ demo/ press conference	1	1,000,000	1-to-1/ URL/ QR code	Increase Awareness/ Interest/ desire	Mktg/ PR		
Gadget X web site with customer service forum	1	500,000	1-to-1	Increase Awareness/ Interest/ desire / purchase/ satisfaction	Mktg/ Social Media		
Customer care chat line	1	100,000	1-to-1	Increase satisfaction	Mktg/ Social Media		
Tech analyst intrvws/ demos	15	25,000	1-to-1/ URL	Increase Awareness/ Interest/ desire	PR		
Trade reporter intervws/ demos	15	30,000	1-to-1/ URL	Increase Awareness/ Interest/ desire	PR		
Key blogger contact/ demos	20	10,000	1-to-1/ URL	Increase Awareness/ Interest/ desire	PR		
Local newspaper tech columnists contact/ demos	30	500,000	1-to-1/ URL	Increase Awareness/ Interest/ desire	PR		
Local talk radio, Local TV (satellite spokesperson tour) - markets	15	300,000	URL/ 800-	Increase Awareness/ Interest/ desire	PR		
Tech newsletter editors intrvws/ demos	10	50,000	1-to-1/ URL	Increase Awareness/ Interest/ desire	PR		
Online media kit with photos/ videos	1	100,000	URL / QR code	Increase Awareness/ Interest/ desire	PR		

News aggregators	5	500,000	URL	Increase Awareness/ Interest/ desire	PR		
Podcasts - execution	3	10,000	URL/ QR code	Increase Awareness/ Interest/ desire	PR		
Wire Services	5	15,000,000	URL	Increase Awareness/ Interest/ desire	PR		
National reporter intrvws/ demos	5	300,000	1-to-1/ URL	Increase Awareness/ Interest/ desire	PR		
Media monitoring - newspapers, magazines, TV, blogs, online forums, etc.	300	20,000,000	Scanning, listening, documenting, reporting	Assess Awareness/ interest/ desire	PR/Social Media		
Quick response to blogs, forums, newspapers, magazines, TV, etc.	300	20,000,000	1-to-1	Protect Awareness/ interest/ desire/ purchase	PR/Social Media		
Facebook page and postings	1	6,000	1-to-1	Increase Awareness/ Interest/ desire	Social Media		
Online Communities / forums postings	6	5,000	1-to-1	Increase Awareness/ Interest/ desire	Social Media		
Photo sharing	3	10,000	URL, 800- 1-to-1 comments	Increase Awareness/ Interest/ desire	Social Media		
Twitter chat - Q&A	1	6,000	URL	Increase Awareness/ Interest/ desire	Social Media		
Viral video	1	50,000	URL	Increase Awareness/ Interest/ desire	Social Media		

Gadget X blog - customer care	1	50,000	1-to-1	Increase Awareness/ Interest/ desire / purchase/ satisfaction	Social Media / Mktg		
Web page postings with intrvws	50	50,000	1-to-1/ URL	Increase Awareness/ Interest/ desire	Social Media / PR		