



# IPA Media Planning and Strategy Summit 2023

# Introduction

**Belinda Beeftink**

Research Director, IPA

# Keynote address

**Jenny Biggam**

Owner, the7stars

# The importance of apprenticeships

**Kandice Quain**

Media Manager, Bray Leino

# Expert panel

**Leon Beauchamp**, Media Planner, Bray Leino

**Rhian Feather**, Head of Media Planning, OMD UK

**Tony Mattson**, Head of Strategy, Havas Media Group London

**Sailor Parsons**, Communications Planning Assistant, Republic of Media

# Q&A

# Making Sense

# The commercial media landscape in 2023 and beyond

**Simon Frazier**

Head of TouchPoints Marketing & Data Innovation, IPA

# Today we will de-mystify four media myths

## To pave the way for better planning in the year ahead



The data you are about to see comes from over 18 years of analysis of commercial media usage patterns through TouchPoints



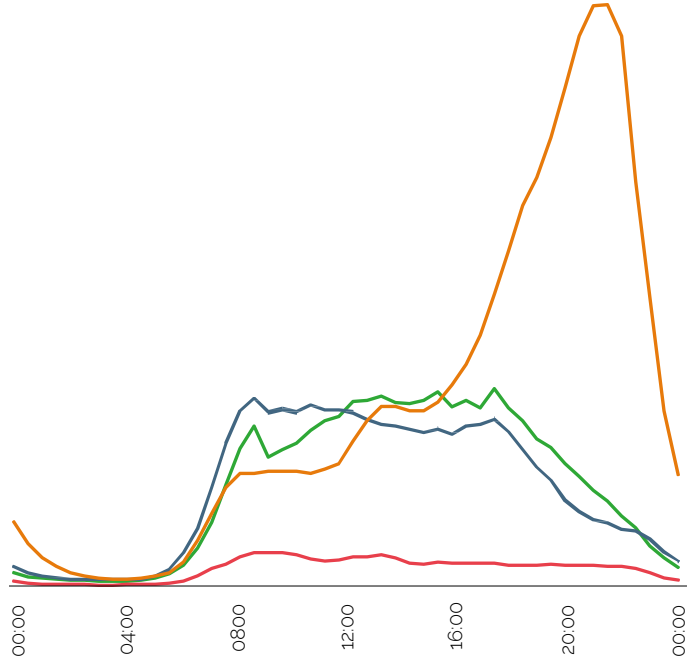
## Myth #1

**Patterns of media  
consumption  
have shifted  
dramatically in  
recent years**

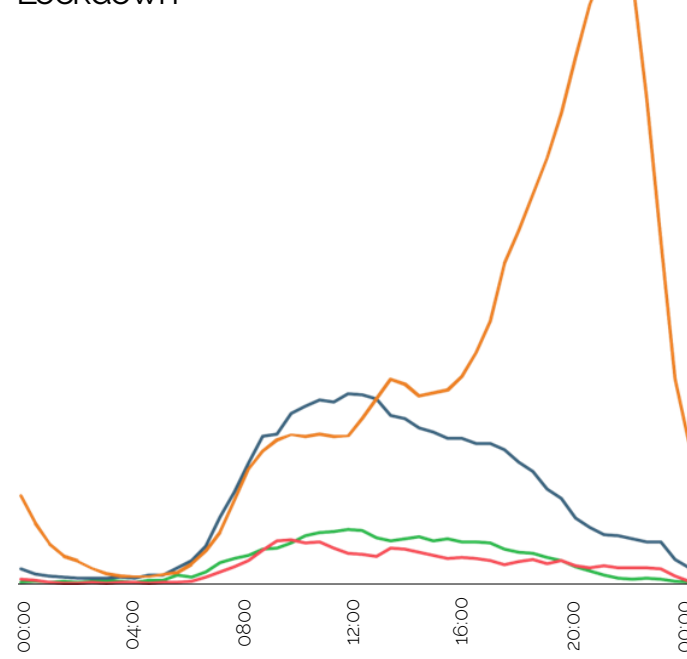
# The patterns of media consumption **across the day**

Consumers are creatures of habit and media requirements are constant

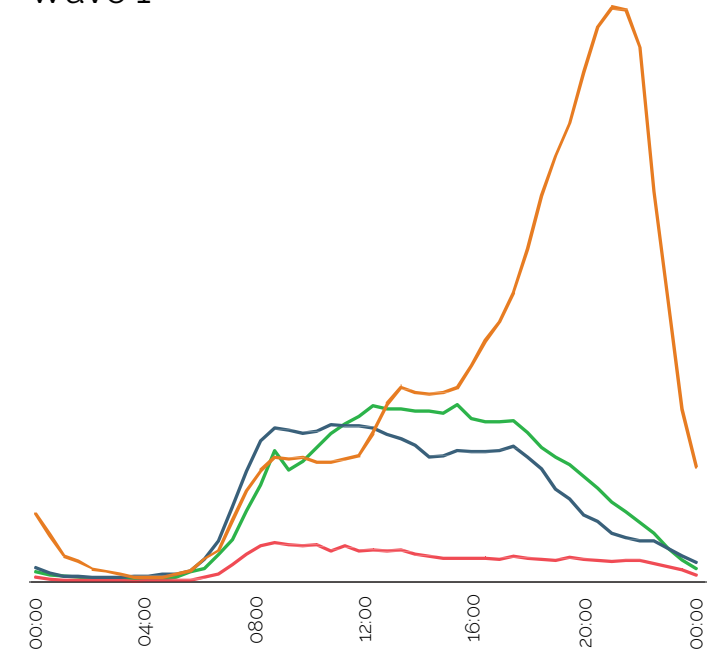
TouchPoints 2005-2020  
Pre-Lockdown



TouchPoints 2020/2021  
Lockdown



TouchPoints 2023  
Wave 1



Video

Audio

Text

OOH

Myth #2

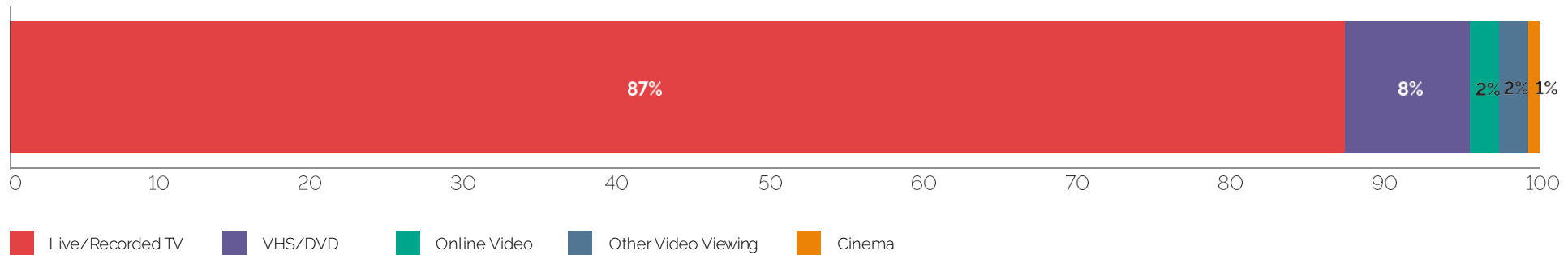
**One channel**  
is all you need

# That's not even true **for video**

Reality: Planning has become more complex than ever, and multiple channels are required to get even close to the levels of reach and engagement of the past

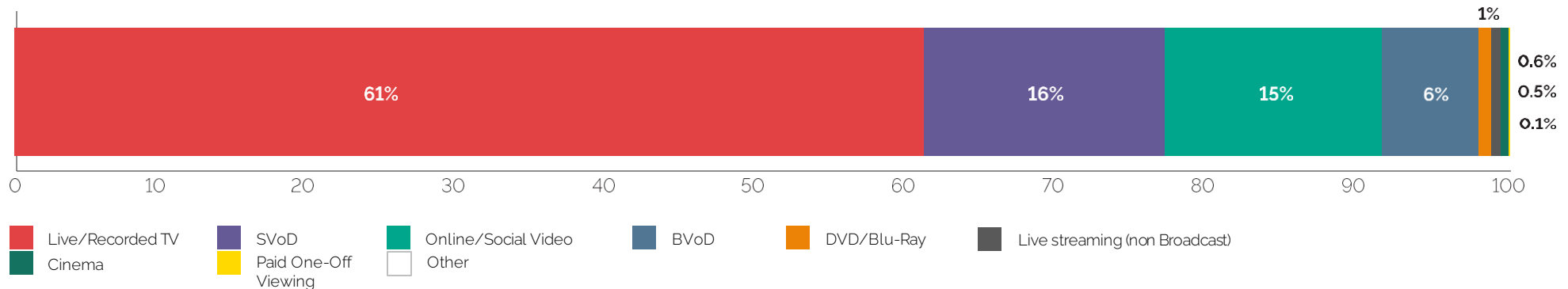
## 2005

Total weekly reach: 99.5% | Average time viewed per day: 4hrs 32mins | Number of headline platforms: 5



## 2023 Wave 1

Total weekly reach: 98.9% | Average time viewed per day: 4hrs 29mins | Number of headline platforms: 9 including other



## Myth #3

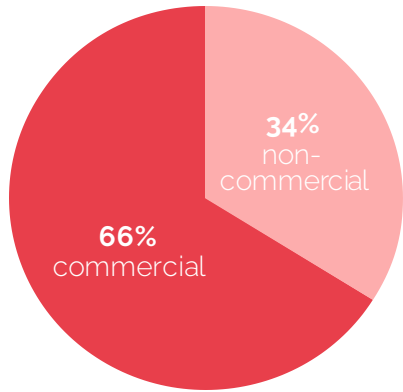
**Commercial media  
is dead...**

**...the only media that  
matters is digital**

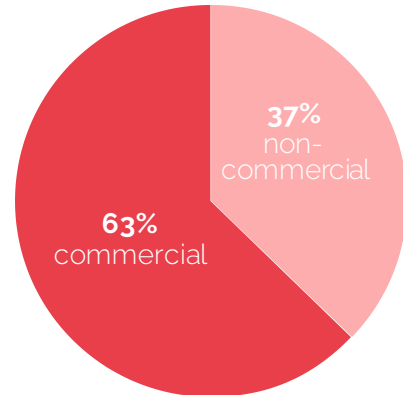
# The split between commercial and non-commercial media

The commercial opportunities aren't necessarily where they used to be

## Adults

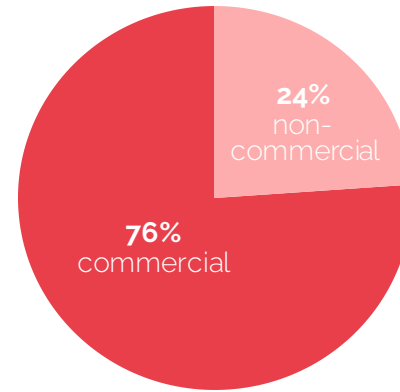


**All Adults 2015**  
8 hours 27 minutes

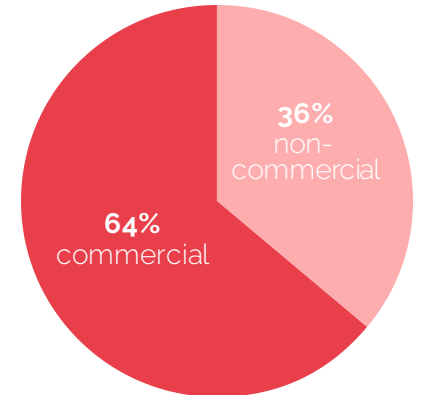


**All Adults 2023 W1**  
7 hours 47 minutes

## 16-34



**16-34s 2015**  
8 hours 13 minutes

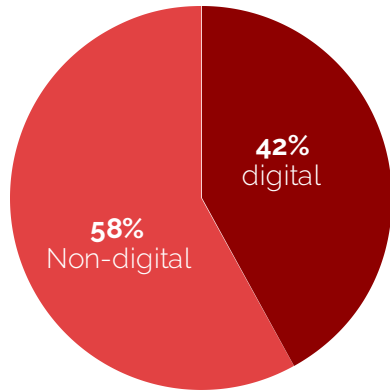


**16-34s 2023 W1**  
7 hours 5 minutes

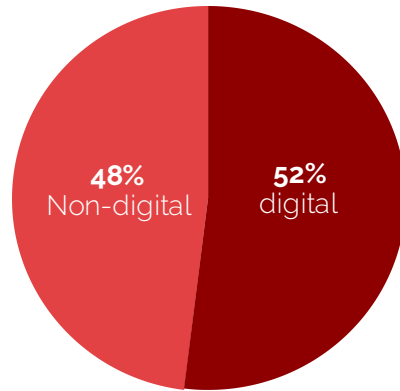
# The split between digital and non-digital commercial media

Non-digital media have a vital part to play in the media plan

## Adults

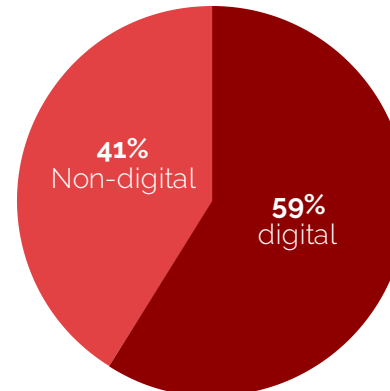


2015

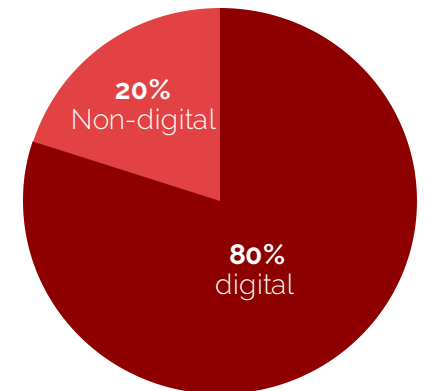


2023 W1

## 16-34



2015



2023 W1

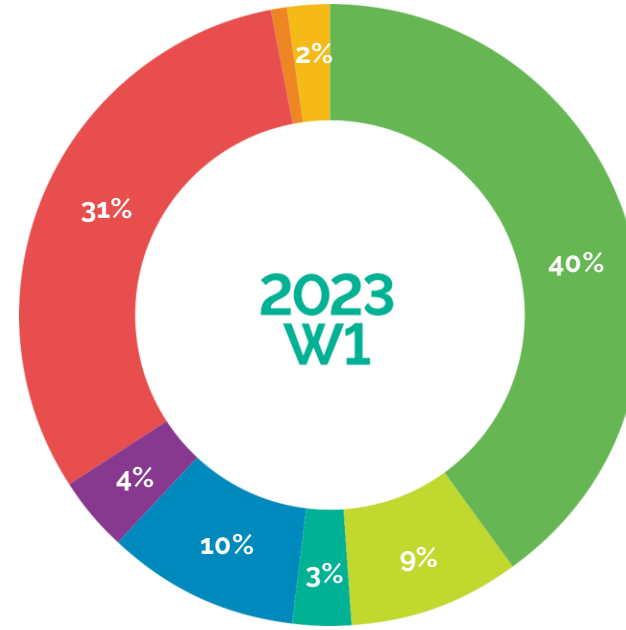
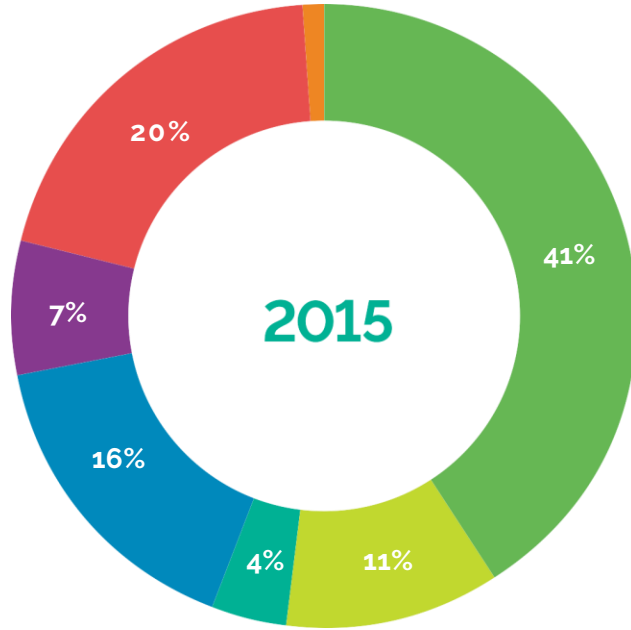
Myth #4

**Mobile first**  
for all



# All Adults

TV Set still dominates. Mobile has grown at the expense of Tablet and PC/Laptop



TV set  
Radio set

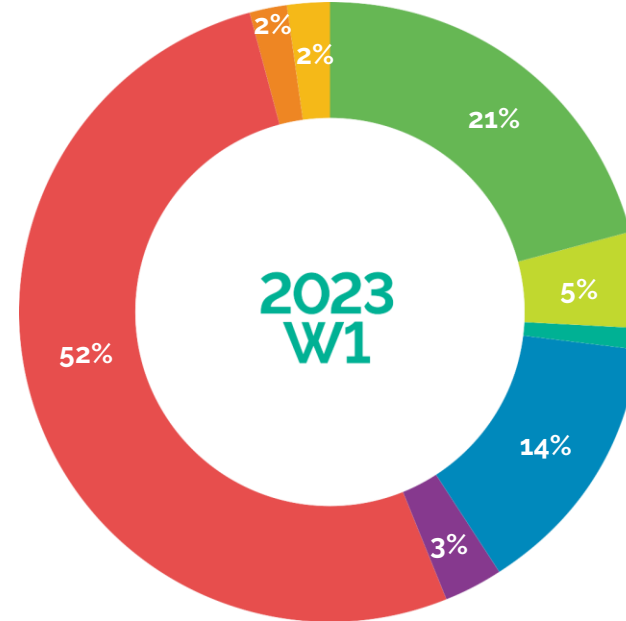
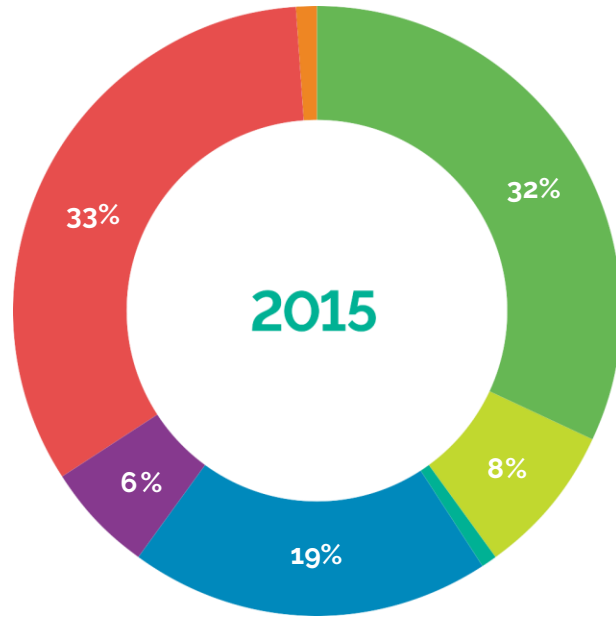
Print  
PC / Laptop

Tablet  
Smartphone

Console  
Voice activated

16-34

Mobile dominates



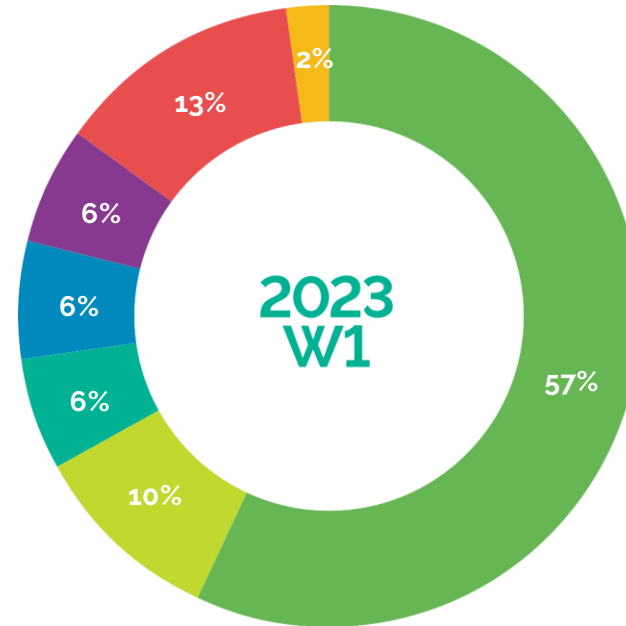
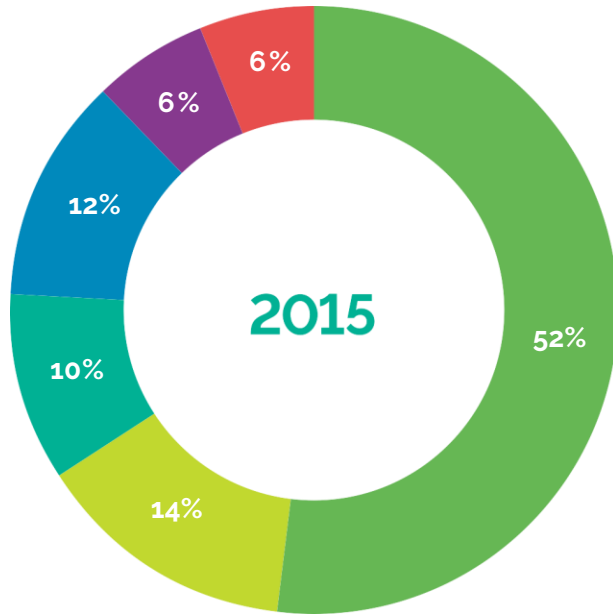
TV set  
Radio set

Print  
PC / Laptop

Tablet  
Smartphone

Console  
Voice activated

# 55+ TV dominates



TV set  
Radio set

Print  
PC / Laptop

Tablet  
Smartphone

Console  
Voice activated

## In a nutshell

- Patterns of media consumption have been largely constant in terms of Video, Audio, Text and OOH, but planning is more complex than ever before
- Only OOH reaches 90+% of All Adults (15+) in a week and a greater understanding of how media channels work together to achieve scale and have an impact is vital
- Commercial media accounts for 63% of all media consumption, a figure which will likely grow further with Netflix and Disney+ shifting to ad-funded offerings
- 52% of commercial media time is delivered digitally, but that still means 48% isn't. Don't be afraid of media you don't use yourself
- No media is dying, what we are seeing is transformation in line with technological advances, and this varies greatly by lifestage
- It's vital to understand device usage along with content and context of media moments of engagement



Thank you

[ipa.co.uk/makingsense](http://ipa.co.uk/makingsense)

[simon@ipa.co.uk](mailto:simon@ipa.co.uk)  Simon Frazier

# Coffee break

# Case study 1

**Emma Withington**

Chief Planning Officer, MG OMD

# PLANNING FOR GOOD GROWTH

SEPTEMBER 2023

EMMA WITHINGTON

CHIEF PLANNING OFFICER  
MG OMD



# giffgaff

**AMBITIOUS GROWTH**

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**B CORP STATUS**

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**UP TO GOOD**



**GROWTH = REACH**

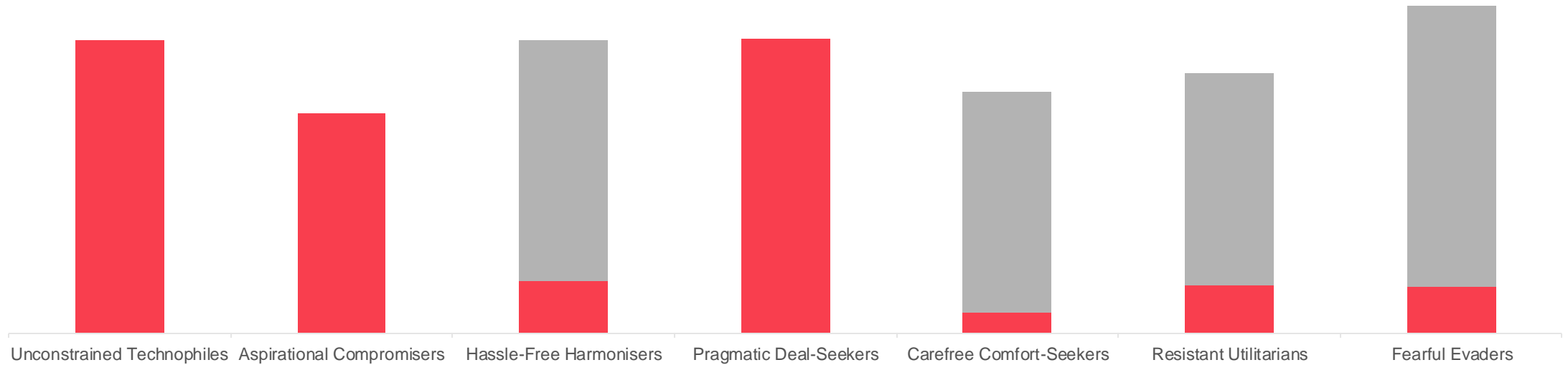
**RESPONSIBILITY?**

# Planning for good starts with knowing who to talk to



Audience	Mean monthly spend	Audience size (000)	Potential value
Segment 1, 2, 4	£22.76	23,014	£523,798,640

# Planning for good starts with knowing who to talk to



Audience	Mean monthly spend	Audience size (000)	Potential value
Segment 1, 2, 4	£22.76	23,014	£523,798,640
Incremental Values audience	£20.39	6,587	£134,308,930

# LESS IS MORE

Buying only what we need to at  
launch for instant FAME

Avoiding any wastage or  
unnecessary frequency

# RESPONSIBLE REACH

Use only responsible partners to  
maintain campaign presence

Leverage all available techniques  
to minimise impact

# Less is more for an AV launch





# Less is more across the media ecosystem



11 sites – daytime only

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One day digital take overs

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Launch weekend radio partnership

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Single film focus

IN 3 DAYS WE REACHED 71%  
OF OUR TARGET SEGMENTS  
3 TIMES



# Switching to Responsible Reach by making conscious choices

## **MEDIA EFFECTIVENESS**

- ✓ Reach vs TA
- ✓ Media efficiency
- ✓ Impactful creative
- ✓ Platform reactivity

## **RESPONSIBILITY CREDENTIALS**

- ✓ Company accreditation
- ✓ Sustainable creative delivery
- ✓ Carbon reduction strategies
- ✓ Proven carbon offsetting

# Forcing us into untested spaces

Channel	Partner	Media Effectiveness				Responsibility				Rationale
		Reach against target audience	Media efficiency	Impactful creative	Platform reactivity	Company accreditation	Sustainable targeting	Sustainable creative options	Carbon reduction strategies	
Display	Mobsta	Green	Orange	Green	Orange	Green	Green	Green	Green	Mobsta is a Bcorp business with a comprehensive carbon reduction and offsetting initiative. Scale, targeting and creative capabilities are strong for the Display channel.
	GumGum	Green	Orange	Green	Orange	Green	Orange	Orange	Orange	Reach, targeting and creative in line with other strong Display partners. Carbon will be measured and offset through Cedara (3rd party) but limited sustainability credentials outside of this.
	The Guardian	Green	Orange	Green	Green	Green	Green	Green	Green	Guardian is a Bcorp business who has very strong green credentials, with their audience sharing similar values. Large formats are standout however come at a higher cost.
	Ozone	Green	Green	Orange	Green	Green	Green	Green	Orange	Customer promise as reach on large display platform as first view is in high viewable or above the fold additional to heavyweight new strands. They have reduced carbon emissions per bid request to 100g.
OLV	YouTube (Google)	Green	Green	Orange	Green	Orange	Red	Orange	Red	Provides efficient reach against our key audiences but, like other big players, has limited sustainability/responsibility credentials. Google has broader carbon pledges outlined however limited capabilities from a media delivery perspective.
	Samsung	Green	Green	Orange	Green	Orange	Red	Orange	Red	Ideal for boosting linear reach, and using smart targeting to prospect on CTV based on linear viewing habits, however much like YouTube, nothing be done in the sustainability space.
	Digital Turbine	Green	Green	Green	Green	Orange	Green	Green	Green	Smart way of targeting in-app at reasonable cost. Partnership with Scope3 (similar to GumGum), taking on cost for carbon reduction and offset methods.
AV	ITV	Green	Green	Green	Green	Green	Green	Green	Green	Awarded a CDP A rating in 2022 and launching Home planet 2023 enabling advertiser to reach audiences who shops sustainably.
	C4	Green	Green	Green	Green	Green	Green	Green	Green	Channel 4 & UKTV are members of the BAFTA Albert Consortium which features 12 of the UK's largest production companies and broadcasters Channel 4, AdNet Zero & Ad Green TENZING & Channel 4, a partnership powered by nature <a href="https://www.channel4.com/corporate/about-4/operating-responsibly/environment">https://www.channel4.com/corporate/about-4/operating-responsibly/environment</a>
	Diversity Media Sales	Green	Green	Green	Green	Green	Green	Green	Green	We have been given a good to great rating on our ESG scores. As a small business our footprint is lower across all key categories such as Community (Supply chain etc), Employees (public transport) and Environment (policy & resource management).
	Red	Green	Green	Green	Green	Green	Orange	Orange	Red	
Social	Meta	Green	Green	Green	Green	Red	Red	Red	Orange	Meta provides the highest reach across all social platforms alongside some of the lowest delivery costs of the media mix. Limited sustainability credentials available, but a sustainability roadmap in place to become net zero by 2030.
	TikTok	Green	Green	Green	Green	Red	Red	Red	Red	Provides effective and engaging reach against our key audiences but has limited sustainability credentials. Parent company ByteDance also ranks low across climate goals.
	Snap	Green	Green	Green	Orange	Green	Orange	Orange	Orange	Provides scale against target audiences (c. 20 mill UK users) with highly engaging creative selected for this campaign. Of the main social platforms, has a robust climate goals strategy with a commitment to Net Negative by 2030.
	WeAre8	Red	Red	Orange	Red	Green	Green	Green	Green	Scale against audiences is limited and CPMs higher than other social platforms but is built with responsibility in mind and nets out positively against all sustainability areas.
Digital Audio	Spotify	Green	Green	Green	Green	Green	Orange	Green	Green	Spotify have committed to reaching net zero greenhouse gas (GHG) emissions by 2030. Allows us to reach a large audience in a number of ways - video, audio, display.

New partners used

Format delivery prioritised

Content topics streamlined

Tough choices made

£500k

**OF OUR PLAN WAS INVESTED IN  
NEW PARTNERS**



# REACH

**+5pp** awareness

**+3pp** spontaneous awareness

**+6pp** share of ad awareness

# RESPONSIBILITY

Carbon saving of **7,314kg of CO2**

**+£30k** donated to charity partners

Carbon levy delivered **£25k**



# Case study 2

## **Sarah Gale**

Director of Research and Insight, Global

## **Mark Hatwell**

Director of Group Strategy, Global

# B2B for LBC? It's all insight-led planning you see

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IPA Planning and Strategy Summit 2023





LBC

18:01

WESTMINSTER

LIVE

LBC

LEADING BRITAIN'S CONVERSATION

LBC

LBC

TONIGHT

WITH ANDREW MARR

"PLAY LBC"

CALL 0345 60 60 973

TEXT 84850

@LBC

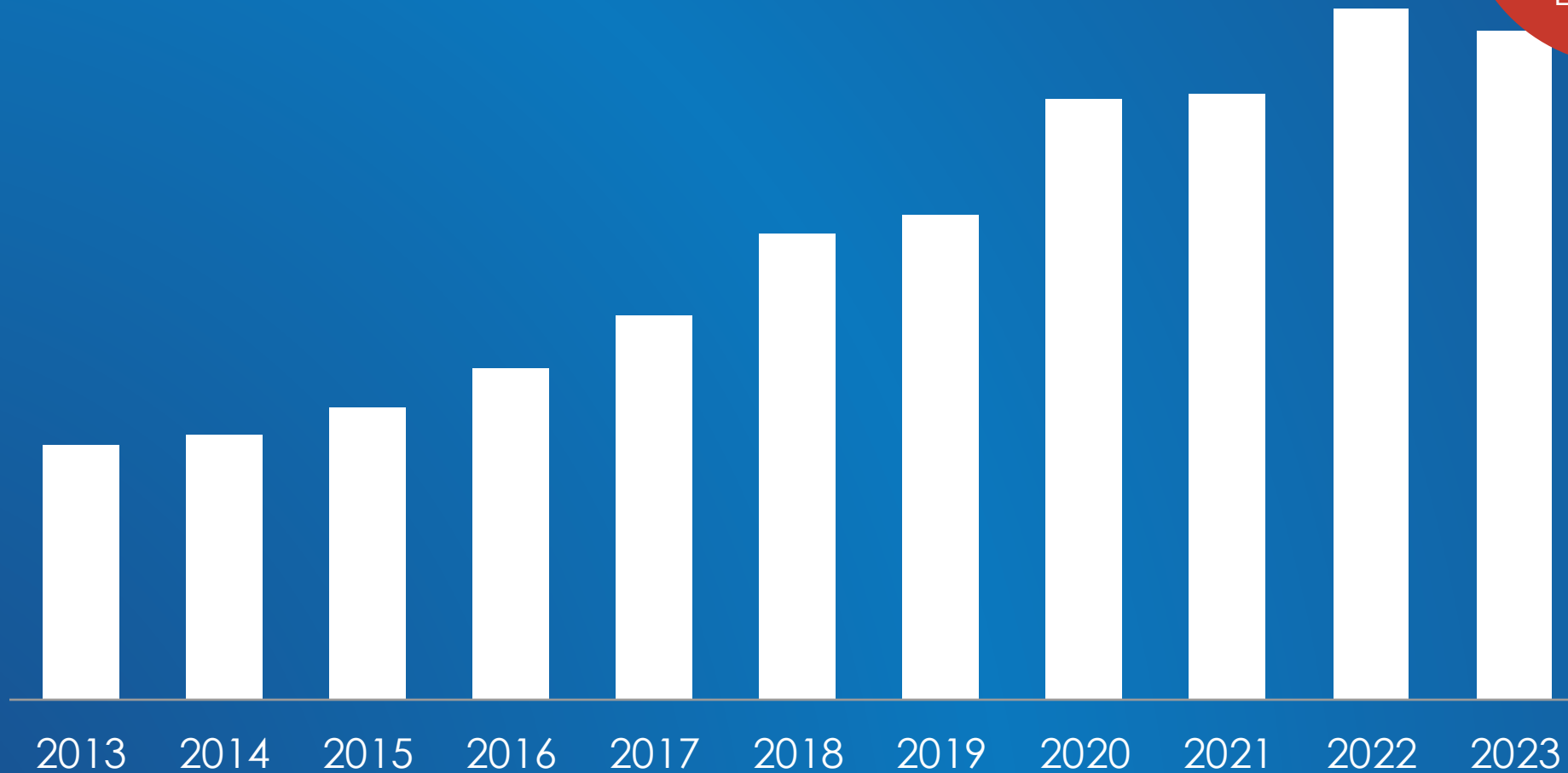
RADIO

globalPLAYER

"PLAY LBC"

# PHENOMENAL AUDIENCE GROWTH

**3.1m**  
WEEKLY  
LISTENERS







**DISCOVERY**

**WHERE ARE WE NOW?**

**STRATEGY**

**WHERE DO WE WANT TO GET TO?**

**EXECUTION**

**HOW WILL WE GET THERE?**



"The more you can understand about what's really going on in people's lives, the better able you are to create campaigns that resonate."

Rory Sutherland



# AN INSIGHT LED PLAN

**30 INTERVIEWS WITH  
CLIENTS AND  
AGENCIES**

**OVER 3,000 SURVEYS  
WITH LBC LISTENERS**

**4 FOCUS GROUPS  
WITH LBC LISTENERS**

**IN-DEPTH ANALYSIS OF  
TOUCHPOINTS DATA**

**FIRST PARTY DATA  
ANALYSIS**

**NEUROSCIENCE  
RESEARCH**

**A POSITIONING, CAMPAIGN AND CREATIVE GROUNDED IN INSIGHT**



**DISCOVERY**

**HUGE DISCONNECT BETWEEN  
AUDIENCE EXPERIENCE AND  
PLANNER PERCEPTIONS**

**STRATEGY**

WHERE DO WE WANT TO GET TO?

**EXECUTION**

HOW WILL WE GET THERE?



# THE AGENCY VIEW

**Low consideration, particularly given high workloads**

**Knowledge of the audience defaults to out of date stereotypes**

**The talk radio format less understood vs. music radio**

**LBC content seen as sensationalist and argumentative**



❤️ 2 in 3 LBC listeners love the brand



Base: Current LBC Listeners (n=516), November 2022



LBC appeals because it's where different people from different backgrounds can call in, express their opinions and have a healthy discussion

Female 29, London



Source: Global Audience Qual



DISCOVERY

HUGE DISCONNECT BETWEEN  
AUDIENCE EXPERIENCE AND  
PLANNER PERCEPTIONS

STRATEGY

FEEL THE PHENOMENON!

EXECUTION

HOW WILL WE GET THERE?





FEEL THE **LBC** PHENOMENON

REVEAL THE  
TRUE DIVERSITY  
OF LBC AUDIENCE  
AND OPINION



# FEEL THE **LBC** PHENOMENON

REVEAL THE  
TRUE DIVERSITY  
OF LBC AUDIENCE  
AND OPINION

PROVE LBC  
IS A HIGH ATTENTION  
ENVIRONMENT - LIKE  
PODCASTS



# FEEL THE **LBC** PHENOMENON

**REVEAL THE  
TRUE DIVERSITY  
OF LBC AUDIENCE  
AND OPINION**

**PROVE LBC  
IS A HIGH ATTENTION  
ENVIRONMENT - LIKE  
PODCASTS**

**SHOW QUALITY  
JOURNALISM MEANS  
BRAND SAFETY**



# REVEAL THE DIVERSITY OF THE AUDIENCE

## AUDIENCE PROFILES:

### LBC'S AUDIENCE IS DIVERSE

**31%** ETHNICALLY DIVERSE



21%



18%



17%



24%



20%

Source: IPA TouchPoints 2022

## MEDIA USAGE:

### LBC'S AUDIENCE ENGAGE FOR LONGER

AVERAGE DAILY TIME SPENT WITH MEDIA



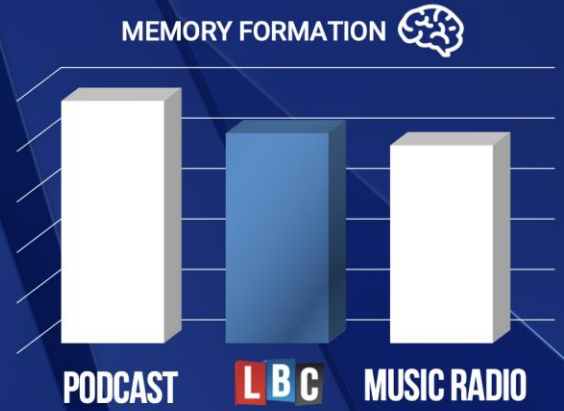
Source: IPA TouchPoints 2022

# A HIGH ATTENTION ENVIRONMENT

## USING NEUROSCIENCE TO UNDERSTAND AUDIO ATTENTION



## LBC DELIVERS NEAR PODCAST LEVELS OF MEMORY FORMATION



Source: Walnut Neuro Research



# QUALITY JOURNALISM MEANS BRAND SAFETY



**David Lammy MP**

On-air:  
Sunday 10:00-13:00

[HEAR MORE FROM DAVID](#)



**Nick Ferrari**

On-air:  
Monday-Friday 7:00-10:00

[HEAR MORE FROM NICK](#)



**James O'Brien**

On-air:  
Monday-Friday 10:00-13:00

[HEAR MORE FROM JAMES](#)



**Andrew Marr**

On-air:  
Monday-Thursday 18:00-19:00

[HEAR MORE FROM ANDREW](#)



**Sangita Myska**

On-air:  
Saturday-Sunday 13:00-16:00

[HEAR MORE FROM SANGITA](#)



**Tom Swarbrick**

On-air:  
Monday-Friday 16:00-18:00

[HEAR MORE FROM TOM](#)



**Shelagh Fogarty**

On-air:  
Monday-Friday 13:00-16:00

[HEAR MORE FROM SHELAGH](#)



DISCOVERY

HUGE DISCONNECT BETWEEN  
AUDIENCE EXPERIENCE AND  
PLANNER PERCEPTIONS

STRATEGY

FEEL THE PHENOMENON!

EXECUTION

A MULTI-LAYERED B2B CAMPAIGN





# AGENCY EVENTS

## SALES DECK

**THE LBC PHENOMENON**

<b>TRUST</b> QUALITY JOURNALISM, UNTETHERED	<b>DIVERSITY</b> A CONVERSATION OPEN TO ALL	<b>EFFECTIVENESS</b> A MAGNET FOR ATTENTION
Trusted voices means brand safety	Be part of the national conversation	Brand impact, whatever your goal



**GIVING VOICE TO ALL SIDES OF THE STORY**

**YOU'RE INVITED**

### HEARDLINES NOT HEADLINES

How evolving audio formats are revolutionising the way audiences consume and engage with the news.

Join us on **JULY 13<sup>TH</sup> 10:30am**

For a special presentation with **Richard's** panel experts in your office.




## BRAND VIDEO

**A POWERFUL MIX OF NEWS MAKERS CALLERS AND COMMENTATORS**

**AND IT DELIVERS FOR BRANDS**





# FEEL THE LBC PHENOMENON!

**Meet your next customers**

Hi **[[Recipient.FirstName]]**, here's a question: **Who listens to LBC? It turns out, all kinds of people.**

LBC gives people the chance to be heard. That includes everybody you know, and everyone you don't. Balanced discussion attracts younger, diverse audiences who challenge the status quo. They're not afraid to be challenged, either. And brands can be at the heart of every conversation.

**So, let's meet some of the people who make up LBC.** Here's Monique, Eva and Juhee.




**A chat with... James O'Brien**

Hi **[[Recipient.FirstName]]**, in our last email, you met LBC's engaged audience. They said they value constructive debate the most on LBC.

**Today you'll sit down with LBC presenter James O'Brien. He gives his honest view of what it's like to lead national conversations.**

Truth is, constructive debate doesn't happen accidentally. It needs experienced journalists who listeners trust to lead it.

In this snapshot, James shares what it's like chairing discussions with people on-air - and what he's learned along the way.



**ADVERTISER PORTAL**

DISCOVER LBC, THE MEDIA INDUSTRY'S BEST-KEPT SECRET. IT'S WHERE A MILLION LISTENERS HOLD POWER TO ACCOUNT. IF YOU'RE LOOKING FOR AN AUDIENCE THAT'LL LISTEN TO YOU, THIS IS IT. HERE YOU WILL FIND EXCLUSIVE LBC CONTENT, RESOURCES AND INSIGHTS FOR ADVERTISERS.

- THE LBC AUDIENCE
- WHY TRUST LBC?
- ADVERTISER SOLUTIONS
- EXPLORE OUR PRESENTERS
- CASE STUDIES
- MEDIA PACK

**YOUR LBC ADVERTISING JOURNEY STARTS HERE.**


LBC leads fearlessly: trusted voices and loyal audiences.



**Global**  
76,910 followers

LBC earns more minutes per person than any British newspaper, catch-up TV service, commercial TV station or live-streaming platform in the UK.\*

\*Source: IPA Touchpoints 2022




Get the LBC media pack today [Download](#)

Like Comment Repost

**Global**  
76,910 followers

LBC is an attention magnet. People spend more minutes with LBC than Instagram video, YouTube... even the website you're on now.\*

\*Source: IPA Touchpoints 2022



Get the LBC media pack today [Download](#)

Like Comment Repost

## EMAIL

## LINKED IN



## ADVERTISER PORTAL

# WELCOME TO LBC!

The Motorway logo consists of the word "motorway" in a lowercase, black, sans-serif font, centered on a bright yellow rectangular background.

motorway

The Kayak logo consists of the word "KAYAK" in uppercase, black, sans-serif letters, each letter contained within its own white square, all set against a solid orange rectangular background.

KAYAK



**THANKS FOR LISTENING**



# 2023 state of play in planning

**Pete Buckley**

Connection Planning Director, Meta

**Zehra Chatoo**

Head of Connection Planning, Retail EMEA, Meta

# Breaking the Bias







Zehra Chatoo



Pete Buckley



# Plan for bias

01

Presuming objectivity produces worse results.

02

Brain resets to the centre of mass culture.

03

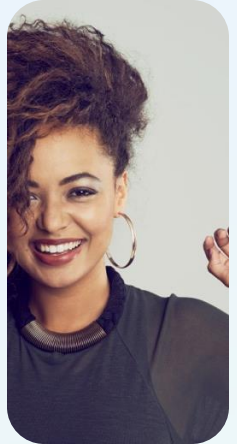
More pressure we are under, the more likely we are to slip into bias.

Breaking the **bias** on  
where creativity lives





Unlock the potential of what a connected community can do for you








**data  
tienda**

We are retrieving credit histories  
to change life stories.

WECAPITAL  NanoPay



**35 million  
Mexican women  
invisible to the  
financial system.**

Forbes Mexico.

because I don't have a bank payment history.

**VICE**  
**World**  
**News**

the  
unfiltered  
history  
tour



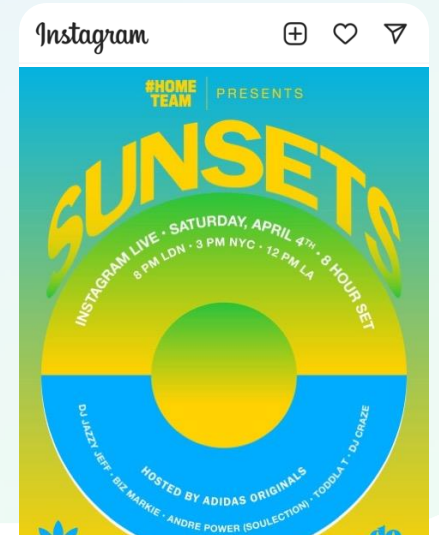
Brands that connect with people across multiple experiences are more effective.

up to

139%

more effective at driving awareness, consideration and association

Source: Facebook internal Brand Lift Results. Aggregated across 7000 studies. Date range: January 2020 - June 2021. The analysis is based on descriptive methodology; the results are still significant when controlling for confounding variables. Region: EMEA. 54 Countries: GB (15%), FR (13%), IT (11%), DE (9%), ES (5%), remaining 49 countries (47%). 20 Verticals: Consumer Packaged Goods made up 39% of studies; Retail 19%; other verticals made up remaining 42%.









# Breaking the AI Bias

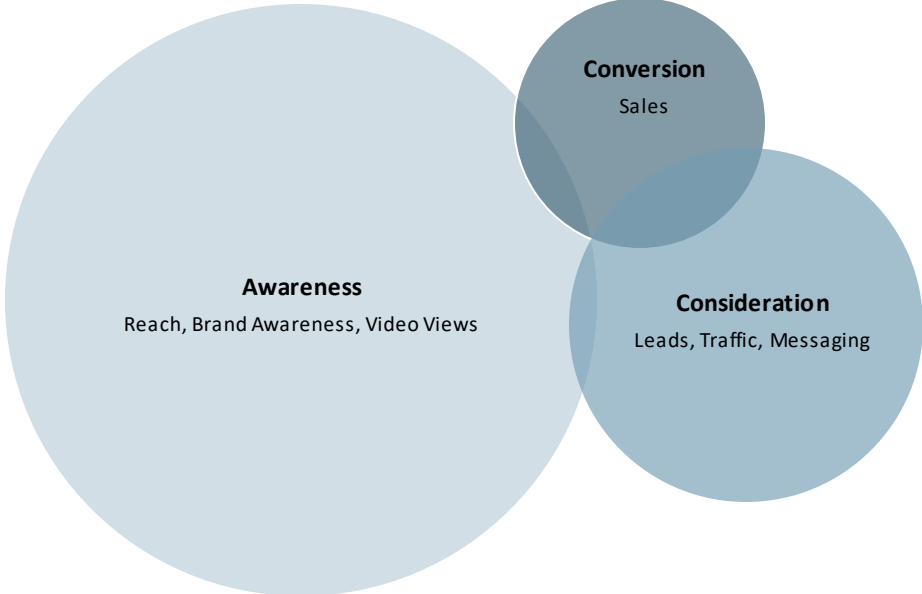


AI is led by the  
objective you give it

**Choose a campaign objective**

-  Awareness
-  Traffic
-  Engagement
-  Leads
-  App promotion
-  Sales

Using different objectives often means reaching different people



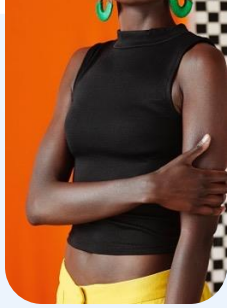
**+18%**

Greater return for awareness and conversion campaigns vs. conversion alone measured by MMM

Source: "The Full-Funnel Impact: Examining the Effect of Simultaneous Ad Strategies on Facebook" (Meta-commissioned MMM analyses of US adults). Brand and Performance in the study were determined by Meta campaign objectives.

# Breaking the Representation Bias





# Power of discovering unmet audiences



# Beat the Bias

When you remove bias, you can find your true audience

1.36M

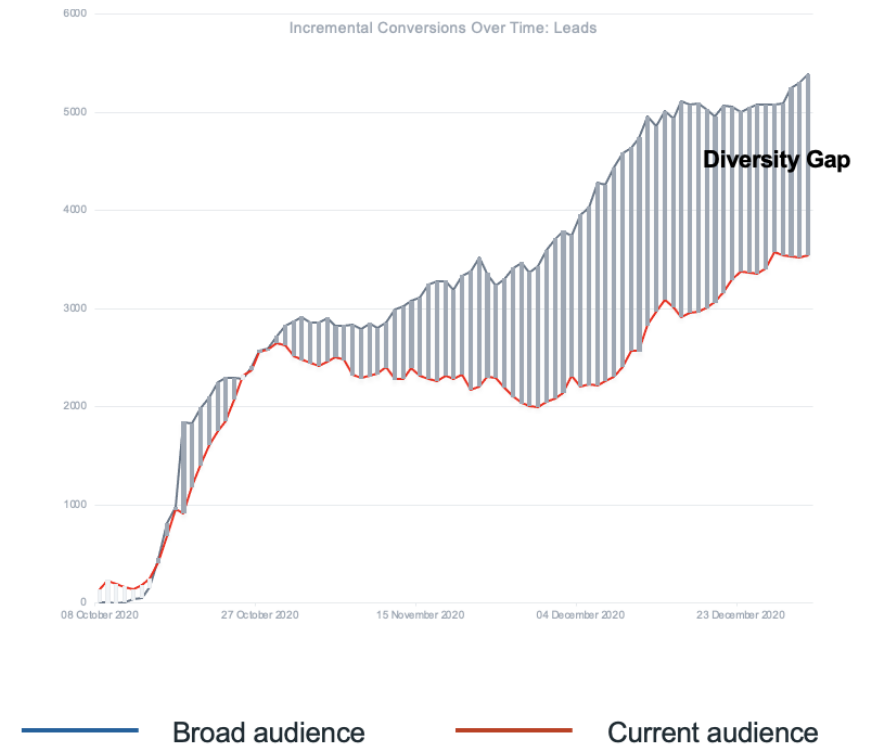
more users at the same cost

69%

increase in audience reached

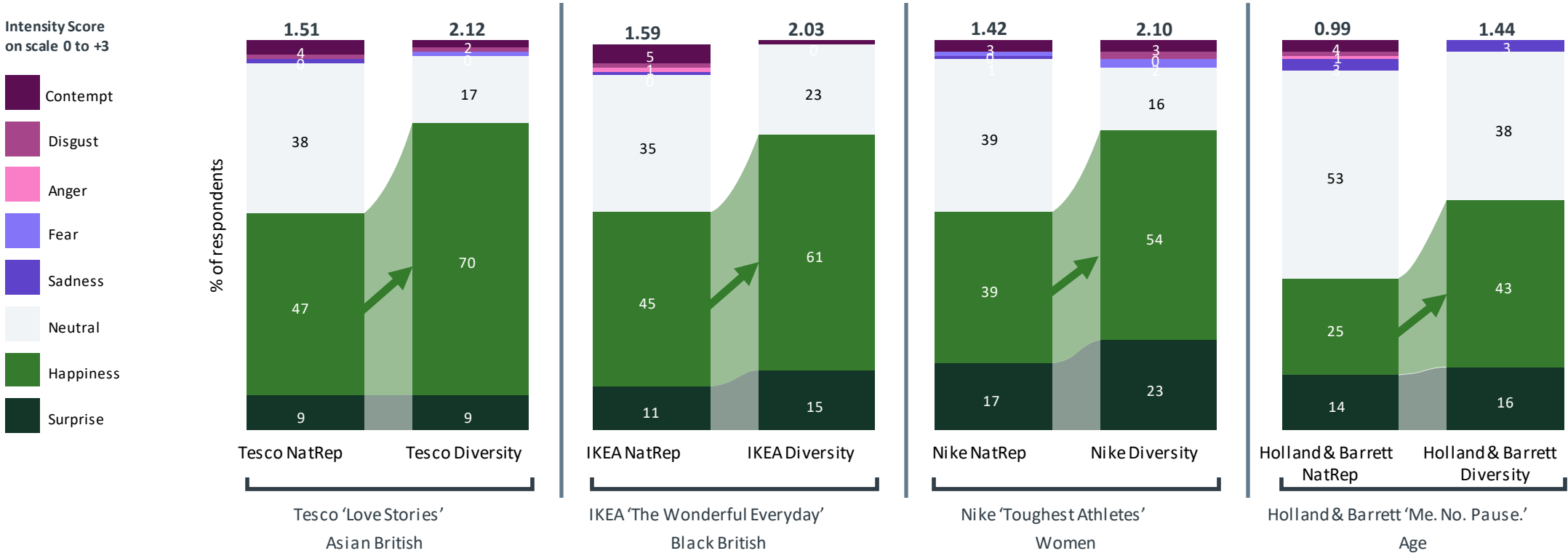
25.4%

more leads from women



# Diverse advertising unites us.

We see significant increases in happiness when a diverse audience is represented, by both the represented audience and the broader audience. This level of intense happiness is correlated to sales in the short and long term.



Source: Feeling Seen, How Diverse Advertising Unites Us, System 1, 10K respondents, UK, 2021

# Breaking the **Confirmation Bias**

## **Fixed Mindset**

Rules are established

Know answers

Solutions set

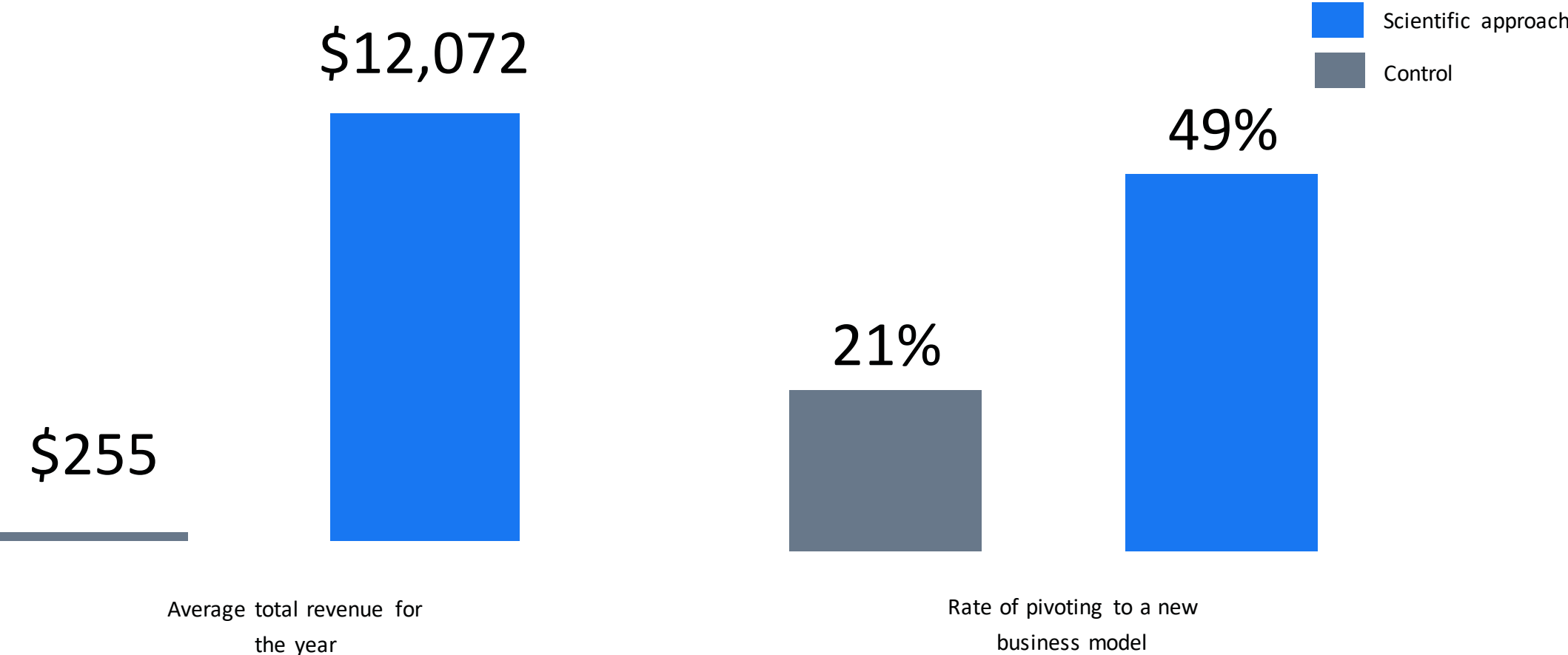
## **Growth Mindset**

Challenge rules

Ask questions

Experimental approach

# The effects of scientific thinking on startup success



Source: A Scientific approach to entrepreneurial Decision Making: Evidence from a Randomized Control Trial, Arnaldo Ca muffo et al, Management Science 66, 2020

“ Digital's greatest value is in exploration,  
not efficiency ”

Rory Sutherland

**+30%**

higher ad performance seen by those advertisers who run  
15+ experiments per year vs. zero

How many experiments  
are you running?

### Top 10 Drivers of Advertising Profitability 2023

Rank	Factor	Profitability Multiplier
1	Brand Size	20
2	Creative quality	12
3	Budget setting across geographies	5
4	Budget setting across portfolios	3
5	Multimedia	2.5
6	Brand vs Performance	2
7	Budget setting across variants	1.7
8	Cost/product seasonality	1.6
9	Laydown/Phasing	1.15
10	Target Audience	1.1





# Insight Live

November edition

## 2023 Trends



# The trials and tribulations of being a media planner

**Tessa LeGassick**

Head of Connections Planning, Hearts & Science

# The Trials and Tribulations of being a media planner:

*What keeps us up at night?*

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Tessa LeGassick – Head of Connections Planning, Hearts & Science

# Our job continues to get more complicated as the breadth + depth of our role expands



## Touchpoints launched in 2006

*To "support the communications industry in the integrated planning process – as solutions become more targeted and span several channels".*

2006



### Top of the Pops

After 42 years TOTPs was cancelled



### Blockbusters

On Demand viewing was popping down to Blockbusters



### Facebook

Facebook opened up it's platform to the public



### Digital UK

A year before the 'digital switchover' from analogue terrestrial television

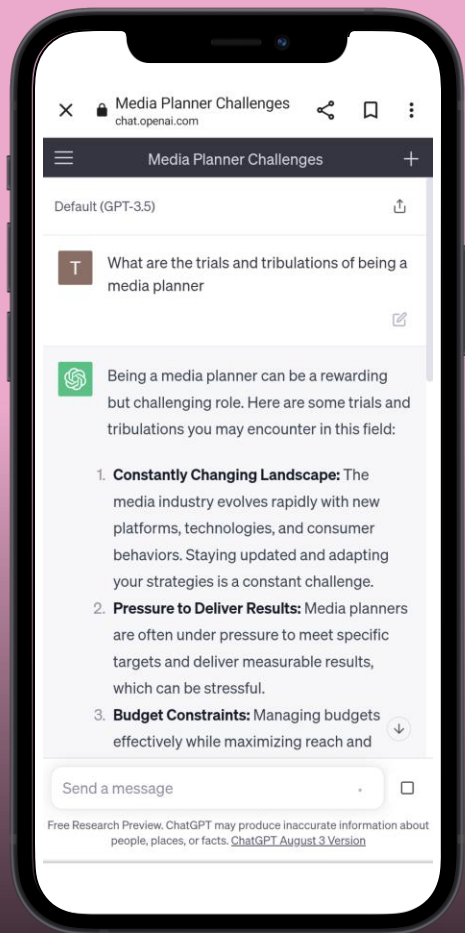




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**From this complexity, there is opportunity, for great connected media thinking to be increasingly valued**

ChatGPT



# And since it is 2023, I asked ChatGPT what are the issues currently keeping us planners up at night?

- 01 **Constantly Changing Landscape**
- 02 **Pressure to Deliver Results**
- 03 **Budget Constraints**
- 04 **Client Expectations**
- 05 **Data Overload**
- 06 **Competitive Industry**
- 07 **Creativity vs. Data**
- 08 **Long Hours**
- 09 **Managing Multiple Platforms**
- 10 **Feedback + Adaptation**
- 11 **Accountability**
- 12 **Ethical Considerations**





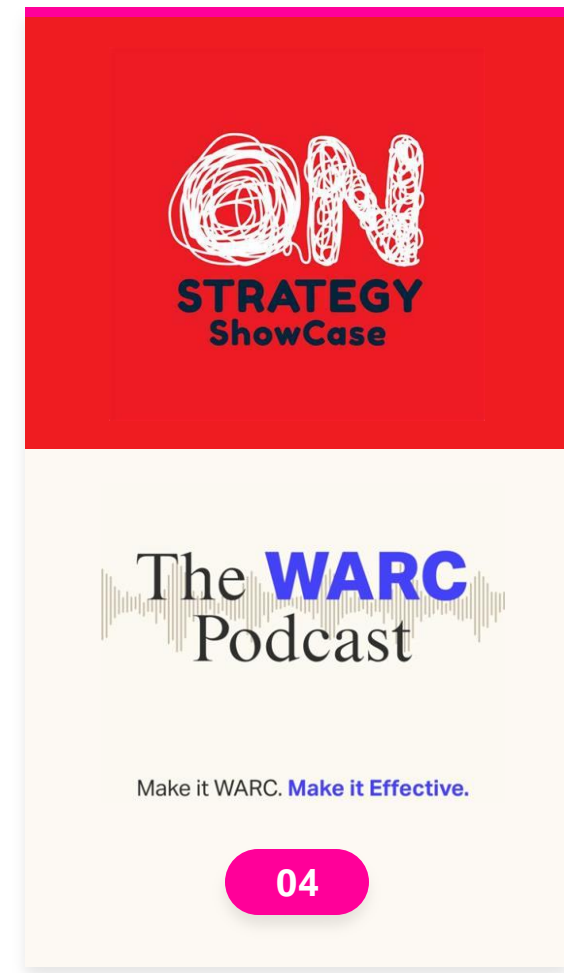
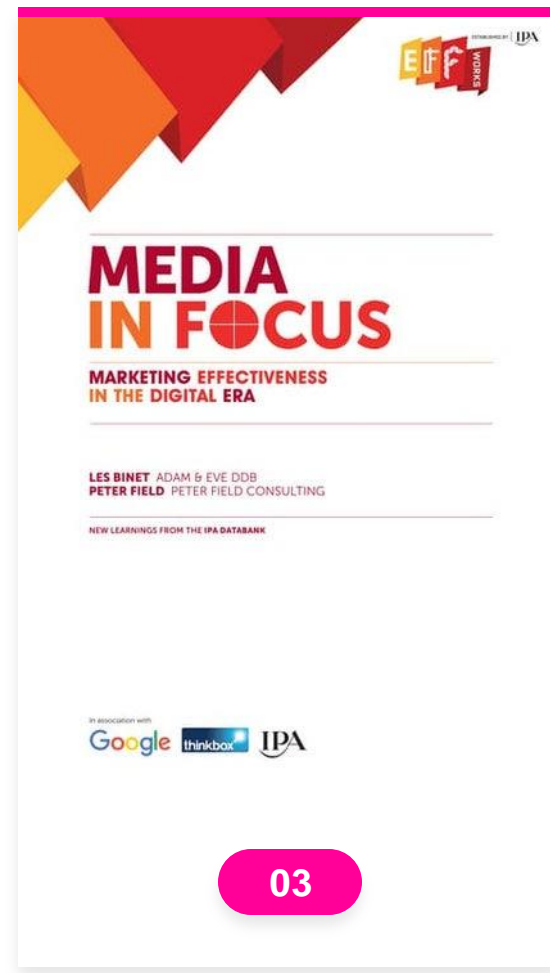
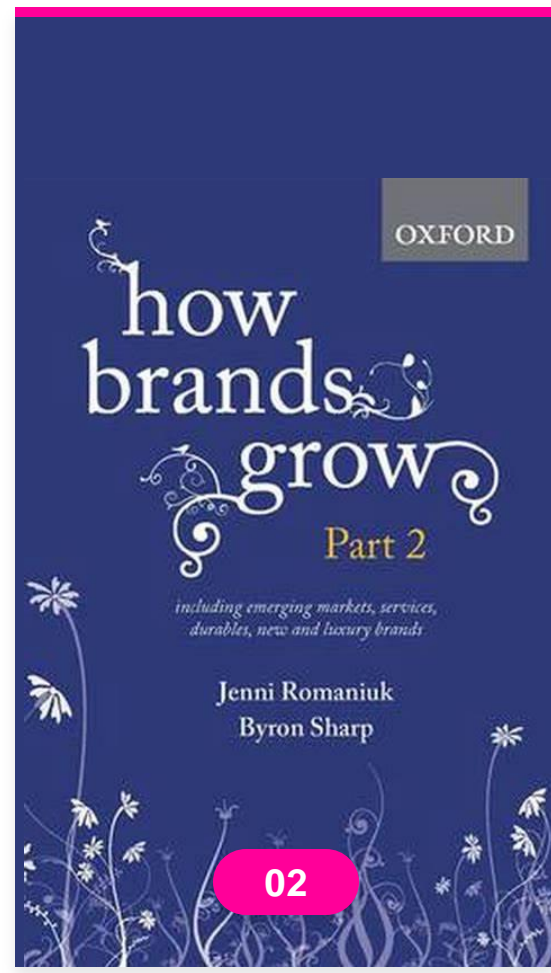
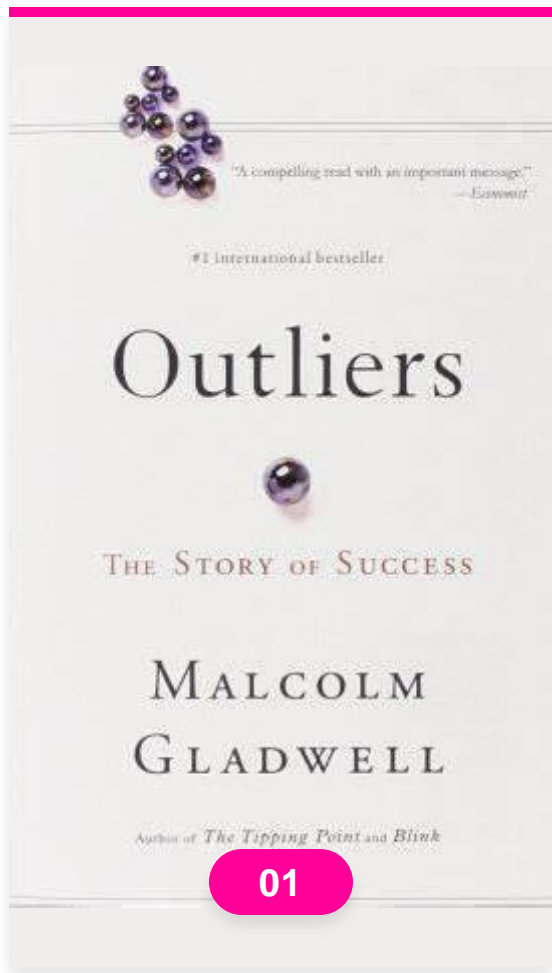
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**How do we start to manage  
all of this complexity?**



# Build on the basics + embrace continuous learning

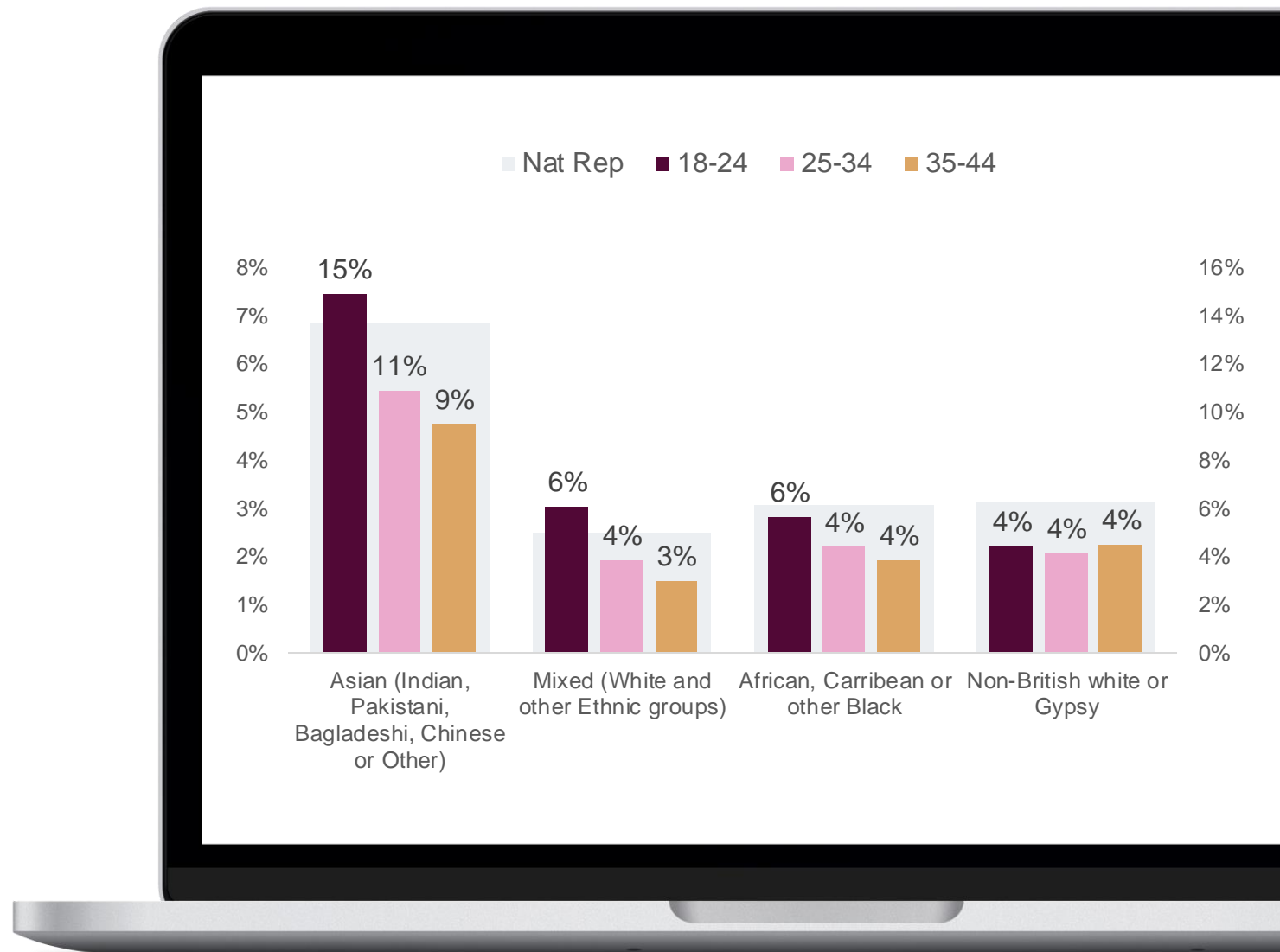
Have a strong base of knowledge in the marketing fundamentals + lean into the areas of growth





# Remember to go beyond default definitions

- Population data shows as time continues there is a significantly more diverse generation in the UK
- Broader audience groups like ABC1 Adults will further diversify
- Highlighting the need for inclusive planning approaches to better represent and reach different communities

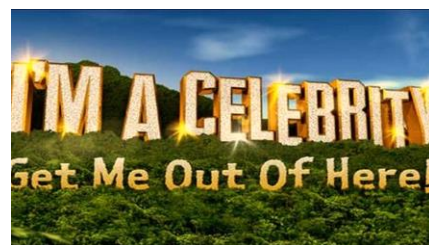


# And also think beyond our media bubble

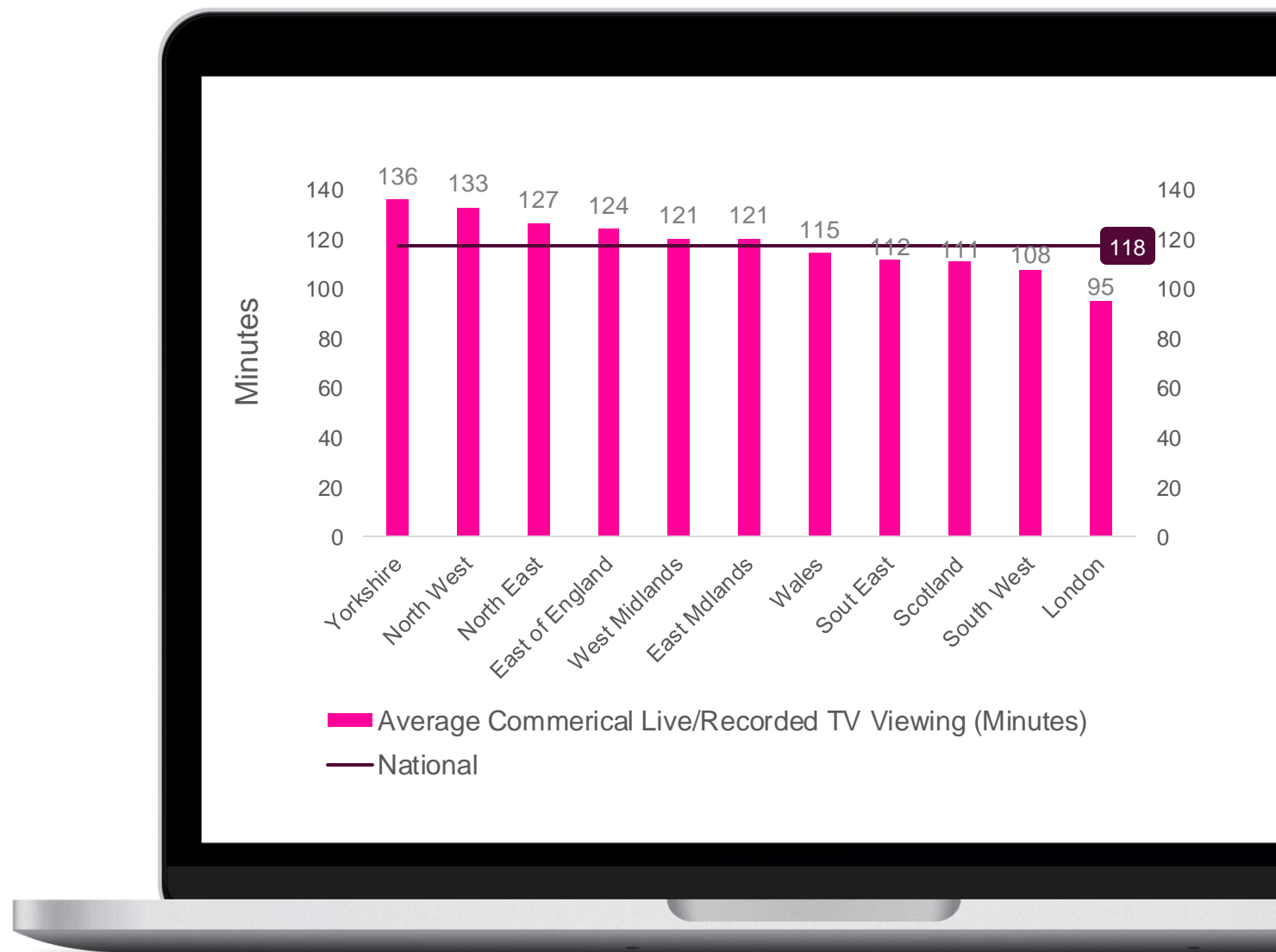
- No one is the average
- For example regional disparity with Live TV viewing with London viewing shows we are watching -20% less than national daily average
- It is important to operate from an unbiased audience first perspective



**730K**  
Final on linear TV



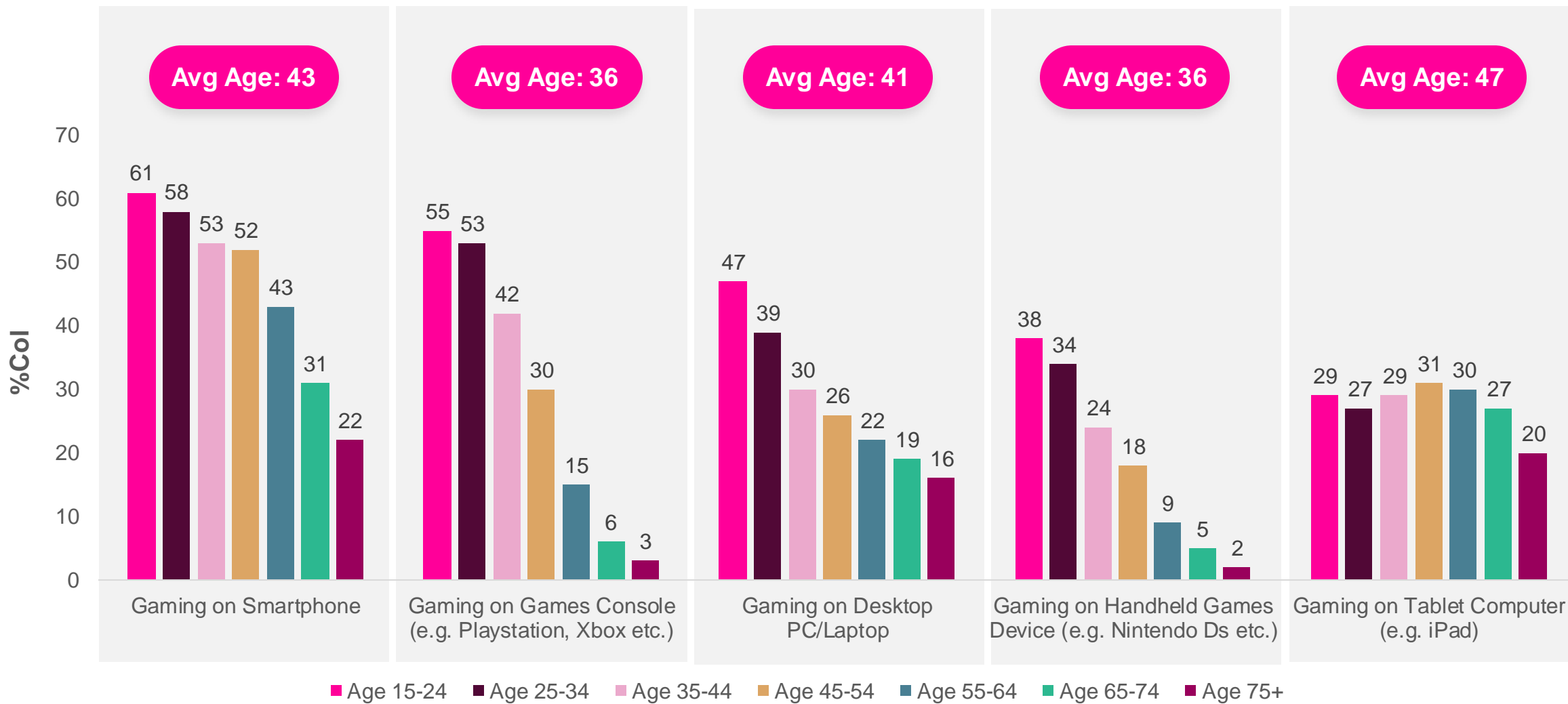
**10.78M**  
Final on linear TV





# Because broad brush strokes can hide complexity

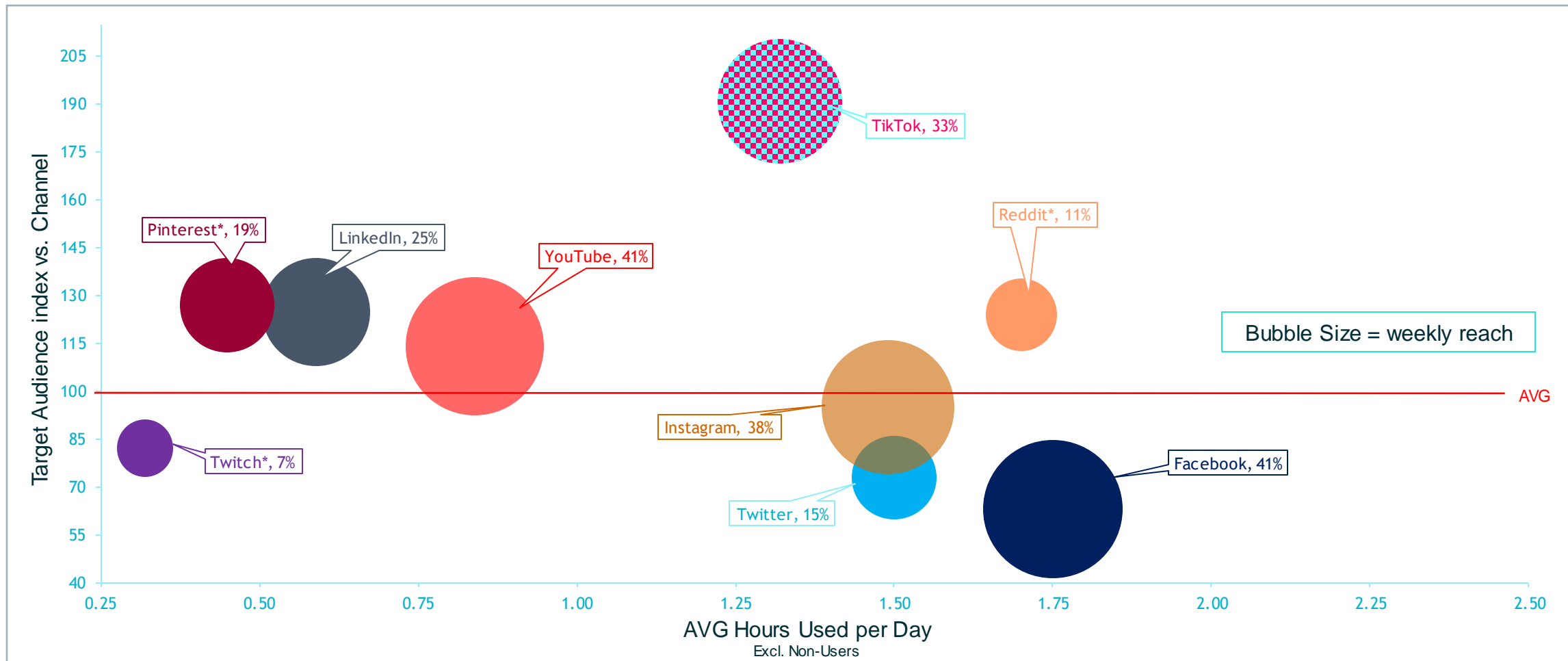
For example gaming is an emerging growth area but the profile of 'gaming' differs dramatically even just across platforms so think clearly about what the right opportunity is for your client.





# Bringing together different data points allows you to paint a more complete picture + start to navigate complexity

Triangulating data to create a better insight into your audiences behaviour allows you to make data informed decisions. It isn't just reach, or index or time spent it is all of them at once.

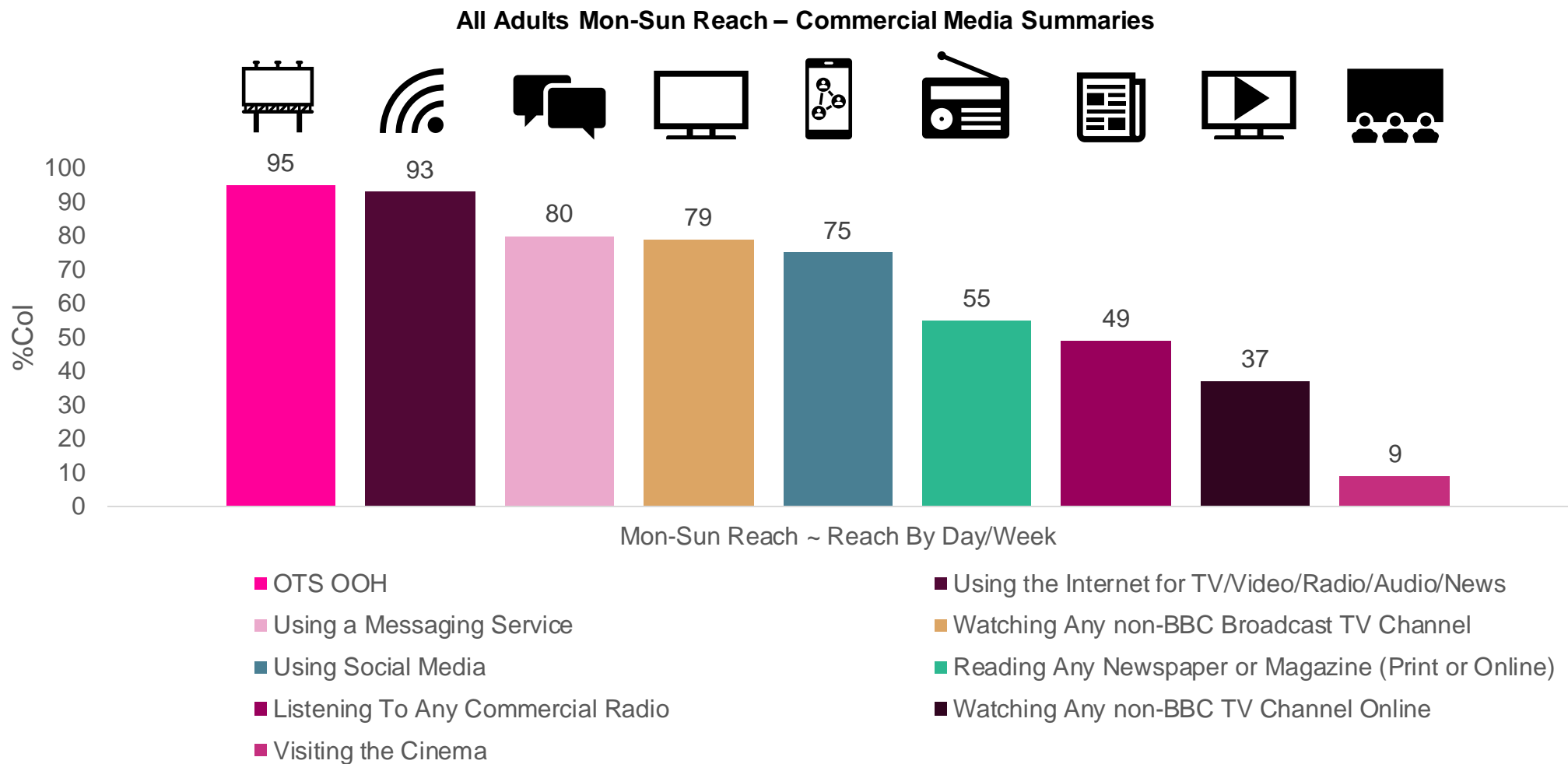


Source: YouGov, TGI, Touchpoints

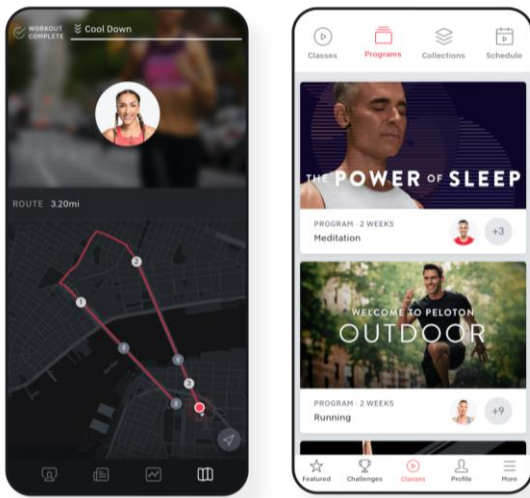


# Adapt, be open minded but questioning of the new

Attention isn't new to media but increased sophistication in measurement and tech plus the application of that data can give us a new language and data point allows us to go beyond simply reach and start to account for more nuance within channels.



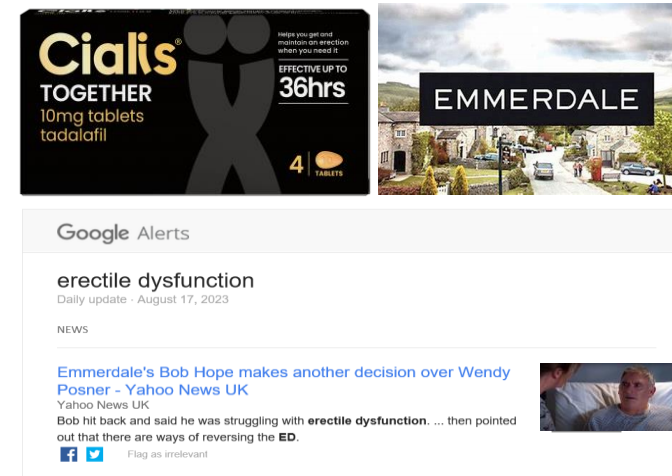
# It is important to walk the walk + sweat the details



Experience your clients business as a consumer



Experience new and emerging media platforms as a consumer too



Sweat the details and create tactical opportunities

# And surround yourself with smart people!



Excellence  
Diploma in  
Brands

## Prioritising budgets for fragmented fame

‘There will be fewer mass-reach shared moments that were the historic cornerstones of fame-building. Therefore, these scarcer moments will only be available to advertisers with deeper pockets’

‘Small brands should pursue Fragmented Fame to break out of the small size trap given the increasing barriers to entry to mass fame, while the opportunity can be multiplied by the rise of recommendation algorithms’

[Full IPA Article](#)

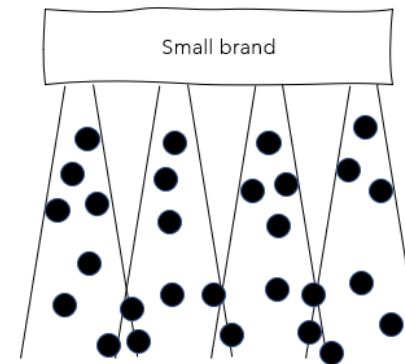
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**Increasingly media planners are facing challenges when building broad-audience, high-reach campaigns and, with the exception of OOH, no single curated channel can reach 90%+ of All Adults per week**

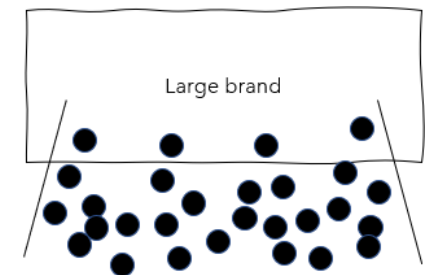
Simon Frazier

IPA, 2022

”



Fragmented Fame model fuelled by communities

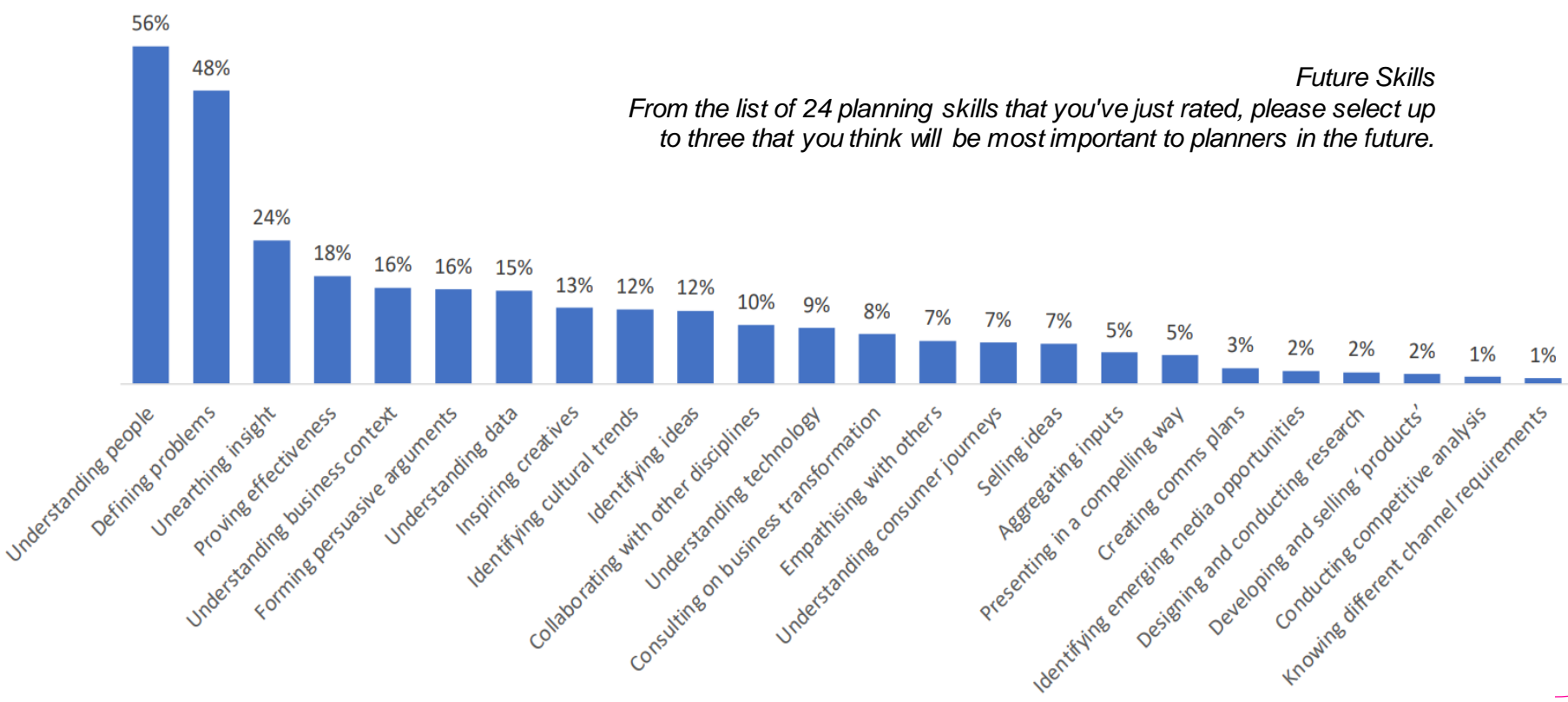


Mass Fame model sustained by broad reach





# The core skills of empathy, understanding + communication mean we won't be replaced by ChatGPT just yet!



A recent APG survey reported what skills strategists and planners think will be the most important in the future

What emerges are the core human skills

But also perhaps a lack of prioritisation of data/tech & business skills to ensure we are all fit for the future



# So to summarise...

1. Build on the basics + embrace continuous learning
2. Go beyond default definitions
3. Think outside of our media bubble
4. Beware broad brush strokes can hide complexity
5. Bring together different data points to navigate complexity
6. Adapt, be open minded but questioning of the new
7. Walk the walk + sweat the details
8. Surround yourself with smart people
9. Don't forget the core skills of empathy, understanding + communication
10. Thank you and good luck







**Thank you + good luck**

# Client relationships

**Simon Frazier**, Head of TouchPoints Marketing & Data, IPA

**Natalie De Cruz**, Client Partner, Carat

**Tom Mardon**, Head of Media and Campaign Planning, Tesco

**Lauren McGurran**, Business Director, EssenceMediacom

# Q&A



**Thank you**