
The Golden Rules of Media Strategy

Introduction

Whilst it is true that multi-channel campaigns are in general more effective than single-channel campaigns, the IPA's "Marketing in the Era of Accountability" study suggests the trend towards integration may actually be making marketing less accountable, not more so.

The following outlines the "six golden rules of media strategy" identified by the authors of the study, Les Binet and Peter Field.

Their analysis of over 800 UK-based case studies demonstrates that unlocking the keys to the most effective campaigns of the past can provide invaluable lessons for our communications in the future.

Golden rules for media strategy

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“Integrated multi-media campaigns work better than single channel ones.”

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2 “Three or four advertising channels are generally optimal. Beyond that, diminishing returns set in.”

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3 “Don’t just rely on advertising – supplement it with ‘other’ channels.”

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- # 4** “Don’t neglect TV. Far from being dead, TV advertising remains one of the most effective and efficient media. New technology and increased competition may actually be making TV more efficient.”

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5

“Print media are a useful addition to the mix, but should be used as secondary media in most cases.”

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- # 6** “If longer-term brand effects are an objective, as opposed to short-term response, judge all media opportunities on their power to enhance the ability of communications to engage emotionally with consumers.”

The six golden rules for media strategy

1. Integrated multi-media campaigns work better than single-channel one.
2. Three or four advertising channels are generally optimal. Beyond that, diminishing returns set in.
3. Don't just rely on advertising – supplement it with other channels.
4. Don't neglect TV. TV advertising remains one of the most effective and efficient media.
5. Print media are a useful addition to the mix, but should be used as secondary media in most cases.
6. If longer-term brand effects are an objective, judge all media opportunities on their power to enhance the ability of communications to engage emotionally with consumers.