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Media Planning Strategies and Consumer Media Habits: The Case of Nestomalt

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The market place has been facing ever increasing competition, and therefore, companies spend millions of money for their advertising since advertising plays a major role in this dramatically changing environment. Marketers have to target their advertising rupees carefully to reach the right audience at right time. This research was focuses on media planning strategies and consumer media habits. The research was conducted as a case of Nestomalt, which is the market leader in Sri Lankan malted milk category. The case was focused on how Nestomalt has selected its media and how consumers respond for that media selection. The study was conducted in two phases as a descriptive analysis of media strategies of the Nestomalt and a survey to examine the effectiveness of media planning of Nestomalt. The first phase of the case analyses media planning strategy of the selected organization through; Media budget allocation through media, highly advertised media vehicle, program sponsorship, share of voice and share of expenditure and duration of commercials. During the survey in the second phase of the study, respondents were provided with a structured questionnaire, which comprises with statements for which respondents were allowed to provide their level of agreement. Questionnaire was based on scale questions that Susan H.C. Tai used in her research "Correlates of successful brand advertising in China. The questionnaire was administered among a sample of 100 women's. Primary data was analyzed using quantitative techniques and for analysis purpose secondary data were collected from Lanka Market Research Bureau (LMRB) and Survey Research Lanka (SRL). The case analysis suggested that that there is relationship in Nestomalt media planning and consumers' media habits which means that its media budget is allocated effectively. Therefore, when media planner preparing their Media plans for advertising, they should give clear attention to consumers' media habits

Keywords; Media planning, Advertising, Media habits, Media effectiveness