

Introducing

fox med!a

Media planning and buying specialists

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Fox Media Company Limited

>> intro

TELEVISION
NEWSPAPERS
MAGAZINES
POSTERS
RADIO
CINEMA
ONLINE
DIRECT MAIL
DOOR DROPS
INSERTS
NATIONAL
REGIONAL
LOCAL
B2B
CONSUMER
DISPLAY
CLASSIFIED
RECRUITMENT
TRADE & TECH.
INTERNATIONAL

Fox Media offers a fresh and cost-effective approach to UK and international media planning and buying, based on the imaginative application of broad market knowledge, together with skills and experience gained at leading West End ad. agencies.

A flexible service

We strive to understand our clients' markets and to be flexible in our approach to ensure that we apply our skills to best effect. Developing an understanding of the structure and dynamics of the markets within which our clients operate is an essential prerequisite to the media planning process.

We're also flexible in terms of the size of budget we're prepared to work with - we have no lower limit. We are very happy to work with our clients to help build their business - after all, their success may well help to build our business.

Cost-effective planning and buying

In planning and buying campaigns, we seek creative media solutions which by maximising cost-effectiveness deliver the highest possible level of payback for the client's investment. In the following pages, we set out our approach to this task ...

>> media planning

BUDGETING
TARGETING
ADVERTISING OBJECTIVES
MEDIA OBJECTIVES
CANDIDATE MEDIA
COST-EFFICIENCY ANALYSIS
TIMING
COVERAGE TARGETS
CREATIVE SCOPE
SCHEDULE ANALYSES
OPPORTUNITIES-TO-SEE
WEIGHTINGS
REGIONALITY
SEASONALITY
MEDIA STRATEGY
MEDIA ENVIRONMENT
CAMPAIGN REVIEW

In consultation with clients and creatives, we seek to determine the most appropriate media strategy for achieving agreed objectives in terms of response, awareness, etc.

Our experience in planning media campaigns covers all the major B2B and consumer market sectors, including fmcg, IT, financial, corporate, toys, gardening, retail, motors, online, mail order, pharmaceutical and travel/holidays.

Developing a strategy

The best media plans provide the target audience with an optimum level of 'opportunities to see' the campaign, whilst affording full creative scope.

In analysing target market profiles, we make considerable use of media and market research. We relate these profiles to estimates of negotiable media costs to assess the cost-efficiencies of the candidate media.

Tactical opportunities

Tactical buying of 'short-term' media space or airtime is more important nowadays than ever before - and can often be 'planned in' to a strategy. But whilst it is highly beneficial to purchase the right media at the lowest possible rate, we would always advise against buying media space purely on the basis that it is cheap.

>> research

READERSHIP
 VIEWING LEVELS
 LISTENERSHIP
 COVERAGE ESTIMATES
 PROFILES
 NRS, ABC, POSTAR, BARB
 JICREG, CAVIAR, BBS, RAJAR
 AWARENESS, ATTITUDES
 RESPONSE
 CLIENT-SUPPLIED DATA
 CACI, MOSAIC
 TARGET GROUP INDEX
 READING & NOTING
 MODELLING
 EXPERIENCE
 FOCUS GROUP FEEDBACK
 TRACKING STUDIES

We often use market-specific research to provide a more sharply-focussed picture of the key characteristics of a marketplace.

The big picture

In the media planning and buying process, we undertake detailed computer analyses of UK and international media research surveys such as BARB, the National Readership Survey, the British Business Survey, JICREG, POSTAR, EMS, IATS, etc.

Micro-marketing

We also make use of geo-demographic tools such as ACORN, Mosaic, etc., which can help in refining the targeting of direct marketing campaigns.

In developing campaigns using leafleting, for instance, we rank postcode sectors on the basis of market penetration to determine which areas are the real 'hotspots'.

Statistical modelling

Where awareness and/or sales response (or equivalent) data can be tracked concurrently with media spend, media-based tracking studies can assist with budgeting and future sales (and other) projections.

We can offer advice on using statistical approaches to develop this kind of market modelling technique.

>> media buying

DISCOUNTS
 VOLUME
 SHORT-TERM
 RATE CARDS
 CPT/CPM
 COPY DATES
 TACTICS vs STRATEGY
 GUARANTEED POSITIONS
 SLOTTINGS
 AVAILABILITY
 SUPPLY
 SEASONALITY
 CONTACTS
 CONTRACTS
 REGULATIONS
 CANCELLATIONS
 BUYING RESERVE
 BUYING REVIEWS
 COLOUR REPRODUCTION
 VOUCHER COPIES

Fox Media can buy media space and airtime in all British and international media sectors. Our objective in each case is to maximise media value on behalf of our clients, consistent with agreed media objectives.

Multi-media capability

In the TV marketplace, we have vast experience of buying campaigns of all sizes and budget levels. In press, we use many means of maximising discounts, drawing on decades of experience in the marketplace. Where appropriate, we seek group deals, short-term buying opportunities and 'added value' positions.

Fox Media is especially effective in the short-term market. Press and broadcast media owners are not constrained from offering us the best possible last minute bargains because of 'base price', big agency deals - where expenditure by smaller clients is often allocated inappropriately to 'top up' deals which are really beneficial only to the biggest clients.

New media markets

We are active in many other markets, including international and 'new media' markets, such as internet, mobile and Teletext. In addition, we can advise on and purchase 'below-the-line', direct marketing media such as direct mail, including list purchase, and targeted inserts and leaflet drops.

>> creativity

MEDIA ENVIRONMENT
CROSS-MEDIA SYNERGY
INTERACTIVITY
SPACE SHAPES
'TOP & TAIL' TV ADS.
TALKING POSTERS
SMS
FOLD-OUTS
PHONE-INS
WRAP-AROUNDS
POP-UPS
SPOT COLOUR
REGIONALISED COPY
ADVERTORIALS
SPECIAL BUILD POSTERS
PERSONALISED ADS.
A/B COPY
PR LIAISON
READER OFFERS
RESPONSE CARDS

Fox Media works with a variety of creative groups, both here and outside the UK.

In some instances, we are appointed alongside the creative departments of ad. agencies or design companies, which allows clients the opportunity to maintain close contact with their preferred creative team whilst benefiting from our specialist skills and cost-effective service.

The independent route

For clients who select the "à la carte" option, we are often able to recommend a creative independent with significant relevant experience or a particularly strong portfolio of appropriate work.

Fox Media is always happy to work alongside creative and design teams who are already working with clients (and indeed we are often approached by them to provide media support).

Our own goal at all times is to assist in developing highly-visible campaigns which achieve the client's advertising objectives.

>> product launches

BUDGET
 TIMINGS
 TARGET LAUNCH WEIGHT
 PIONEERS, EARLY ADOPTERS
 LIGHT/MEDIUM/HEAVY USERS
 COMPETITIVE ACTIVITY
 SHARE OF VOICE
 COST:VALUE ANALYSIS
 MEDIA POSITIONINGS
 CAMPAIGN SHAPE
 TRADE ACTIVITY
 SPEND->AWARENESS->SALES
 RoS
 ROI
 STOCK LEVELS
 TESTING
 SELL-IN
 ROLL-OUT
 SELL OUT

Launching a product or service successfully demands careful coordination of all elements of the media plan.

Our experience of planning and buying for such campaigns includes launches for many products in consumer sectors such as food, drink, travel and finance, as well as business-to-business campaigns for clients such as 3M (Post-It Notes) and Motorola (cellular telephones), amongst many others.

Inter-media

Co-ordination of timing, trade communications, spread of advertising weight, liaison with the PR campaign, inter-media decision-making - all these can be key factors in ensuring a successful launch. We have worked on many pan-European launches and have planned and bought many worldwide campaigns.

A critical consideration when planning an ad. campaign for the launch of a new product or service is how much to spend. Fox Media can advise on the various options which should be considered, based on current media theory as well as our own experience of methods which have been tried and tested in the real world.

>> previous experience

Charities

Children's Hospice
The MS Trust
R.S.P.B.

Clothing

Levi-Strauss (jeans)
Lois (jeans)
Van-Dal/Holmes Shoes

Confectionery

Cadbury (Creme Eggs, Milk Tray,
Contrast, Bournville, etc.)
van Melle (Dummy, Fruittella,
Softmints)
Wrigleys (Doublemint, Spearmint)

Cosmetics & Toiletries

Plough
Kimberly-Clark

DIY/Gardening

Araldite (adhesives range)
Builders Merchants Federation
Fisons (Murphy brand)
Loctite (adhesive)
Pickfords (Selfmove)
Sadolin (wood protection)

Drink

Amaretto di Saronno
Bass (draught ale)
Carling Black Label
Charles Wells (Bombardier, Talisman)
Martini & Rossi (Bianco, Extra Dry,
Rosé)
Noilly Prat
Spadel (Brecon, Spa mineral water)
Stones

Entertainment/Arts

Columbia-Warner (various films)
Disney (various films)
Eastern Arts Board
Harvey Goldsmith Entertainments
Rank Leisure Services (Odeons)

Financial

Canada Life
Cofidis (loans)
The Credit Insurance Association
Direct Motorline
Guardian Royal Exchange
Lloyds Bank
Norwich Union
Thomas Cook Traveller's Cheques

Food

Beecham Foods (Lucozade, etc.)
Birds Eye (frozen foods)
Bluecrest (frozen foods)
Bowyers
Cheese Information Service
Geest (bananas)
H J Heinz
Mattessons
McVities Cakes
Milk Marketing Board
Powters Sausages
Sovereign Chicken
Stork Margarine
Tamarind Fine Foods
Walls (sausages)
Wilkin & Sons (Tiptree jam)
Zott (yoghurt)

Government

Anglian Water (privatisation)
Grtr. Peterborough Investment Agency

Household

Armstrong (Rhinofloor)
David Emmett Upholstery
Foam Express
Hotpoint (washing machines)
Morphy Richards
Redring (electric showers)

Household stores

Autan (insect repellent)
Bayer (Bayfresh, etc.)
Kleenex

Luxury Goods

Christie's (auctioneers)
Wheeler's (fine china)

Mail order/Direct response

Araldite
 Aspect Mail Order
 Castleton Galleries
 Cofidis ... and many others

Motors

Alfa Romeo
 Avon Tyres
 BMG (dealership)
 British Leyland (Metro)
 Daihatsu (Charade, Charmant, Fourtrak, dealers, etc.)
 Honda (ATVs, Civic, Prelude, Quartet, dealers, etc.)
 Midas Exhaust Centres
 Motorfair
 Semperit (tyres)

Office/computing/IT

EDS-Scicon (mgt. info. systems)
 GBI (professional presentation eqpt.)
 GPT (Assura, CSL, Atrada telecomms.)
 IBM (PC + consultancy)
 Ingram Micro (computer wholesaler)
 Motorola (cellular telephones)
 Olivetti (PCs)
 Rank Xerox (copiers, office systems)
 3M (Post-It Notes, Magic Tape, etc.)

Pharmaceutical/OTC

Allclear Eye Laser Surgeries
 Bayer (household)
 Beecham Foods (Lucozade, Ribena, Hunts mixers, etc.)
 Kimberly-Clark (range)
 Miles Laboratories (Alka-Seltzer)
 Oral-B (dental care)
 Roche (pharmaceuticals)
 Schwarz Pharma

Publishing/media

IPC Business Press (computer titles)
 Link House Magazines
 Media-Steps
 TableMedia

Retail

Booker (Cash & Carry)
 Builders Merchants Federation
 Partners In Travel
 Radio Rentals
 Rank Leisure Services
 Thomas Cook Retail
 Wheelers (fine china)

Toys and games

J W Spear (Scrabble, Game of the Year, Rummikub, Poleconomy, etc.)

Travel, holidays and transport

Cunard (Great World Cruise)
 Eastern Airlines
 Geestline (cruise line)
 Holimarine (holiday parks)
 Kuoni (long haul holidays)
 London Luton Airport
 Norwich Airport
 Owners Abroad
 Partners In Travel
 Pennant Holidays
 Swissair
 Thomas Cook (Retail, Holidays, Travellers Cheques)

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