MEDIA PLANNING & BUYING

2019/2020 STUDY HIGHLIGHTS
BY KANTAR, JAMES G. ELLIOTT CO., INC. & ADWANTED GROUP

2019/2020 Study of Media Planning & Buying

Kantar SRDS and the James G. Elliott Co., Inc., have been studying the interaction between media planners/ buyers and ad sellers since 2013. Several studies provide insight into the buying process, including alignments and differences between the sides. The AdWanted Group joined as a partner in the just-released 2019/2020 study, which confirms many trends found in earlier studies.

OBJECTIVES

- Understand the habits of media buyers and sellers as they relate to the buying process including how clients and ad sellers impact buying decisions.
- Document the value of resources used in the buying/selling process.
- Determine what buying factors have an impact on the sales process.

Media planners/buyers don't have a lot of extra time in their schedules.

Over half of media planners/buyers work on **3 or more clients (52%)** and **4 or more brands (52%)**.

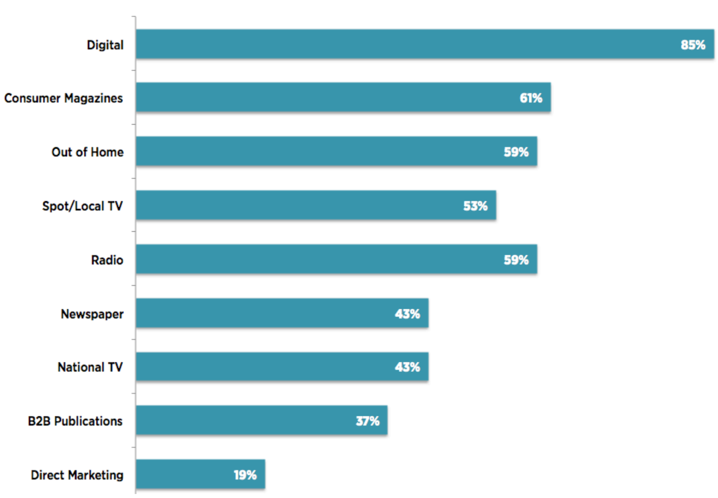
52% plan sporadically throughout the year.

Time is limited, but 62% of buyers say they meet sellers at least several times per month (only 38% at least weekly).

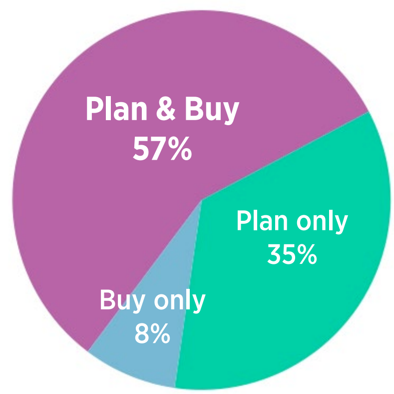
91% of buyers vs. **73%** of sellers think those **in-person meetings** are important.

80% of planners/buyers **prefer email communication**.

MEDIA RESEARCHED, RECOMMENDED, PLANNED OR BOUGHT



CURRENT JOB FUNCTIONS



Increased focus on digital offerings by the buyers and sellers.

85% of planners/buyers **researched, recommended, planned or bought digital media** and **74%** of sellers **represent digital properties**.

Most RFPs include digital (**72%**).

Programmatic is a significant percentage of buyers' digital budgets, but sellers aren't offering their digital inventory this way:

- **69%** of buyers **spend 25% or more of their budget on programmatic**; however, only **28%** of sellers say **25%** or more of their digital inventory is sold programmatically.

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It is still critical for sellers to have their brand evaluated in a planner/buyer's formal planning process and to understand the key evaluation criteria.

DISCOVERY

Buyers rely on a range of resources in the discovery process to determine which magazines and websites make their consideration list:

- **96%** of buyers always get input from the client*
- **97%** use research (i.e., R&F/Optimizations)*
- **96%** use syndicated data (comScore, MARS, MRI-Simmons, etc.)*

**always/often/sometimes*

While sellers can't control the factors listed above, there are two areas where sellers/publishers can make an impact:

- **90%** of planners/buyers always/often rely on SRDS.
- **96%** always/often rely on input and data from sellers/publishers.

RFPs

51% of buyers always use RFPs and **79%** think RFPs are extremely or very important to the planning/buying process.

Dissimilarly, **17%** of sellers say they are always required to complete an RFP to be considered for business and **37%** think they are extremely or very important to their sales process.

PRICING

Efficient pricing and reach are the most important criteria to buyers with rate card discounts expected by buyers and sellers:

- Total cost/price is extremely/very important to **88%** of buyers, CPM delivery **80%**, size/demographics of audience **78%.**
- Rate card discount is extremely/very important to **67%** of buyers, however the expectation of big discounts has been trending downward:
  - 2015: **42%**
  - 2016: **38%**
  - 2019: **35%**

OFFERINGS

Custom proposals are important for sellers to introduce because **91%** of buyers sometimes/often use them, but buyers and sellers differ widely on the importance of various assets to the planning/buying decision.

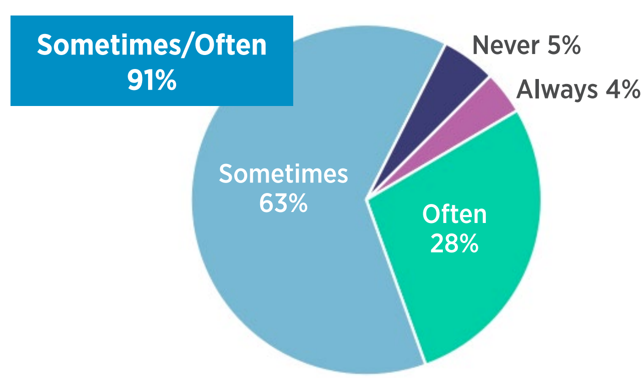
Buyers place high value on placement *(positioning, adjacency)* and programmatic inventory but sellers—less so:

- **73%** of buyers place importance on placement vs. **58%** of sellers.
- **42%** of buyers place importance on programmatic inventory vs. **11%** of sellers.

Sellers place high value on event sponsorship and email blasts, while buyers do not:

- **20%** of buyers place importance on event sponsorships vs. **41%** of sellers.
- **18%** of buyers place importance on email blasts vs. **58%** of sellers.

BUYERS: How often do clients/brands use custom ideas or programs proposed by a seller/publisher?



For more information, please contact the [James G. Elliott Co](). or your SRDS account manager, who can provide content parsed in various ways.

For methodology and more content, you may download the study at no charge here: www.adsandideas.com/research