



**Blending the
perfect media
mix**



Define your goal

Understand what your campaign is meant to do, who you are trying to reach, and how it will be measured



Gather data

Interpret syndicated data on market landscape, audience behaviors, and competitive activity to reach your target audience at the moment of receptivity and relevancy



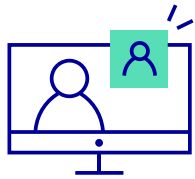
Connect across touchpoints

Media and message must work collaboratively, aligning advertiser's content with the platform for maximum results

Strengths of media channels align with communication/media goals

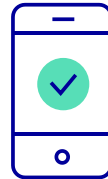


Media mix is guided in part if you answered mostly "A's" or "B's"



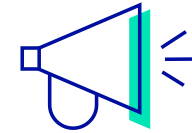
Mostly "A's"?

Broad-reaching media with more engaged audiences like **linear TV**, **out of home**, and **sponsorships/partnerships** can drive positive results



Mostly "B's"?

Media with higher frequency and/or stronger targeting capabilities like **radio**, **digital**, and **social** can promote lower-funnel goals



Split?

A more **balanced mix** of media with a defined test-and-learn approach is a great starting point

Gather your data



Multiple data sources provide robust view of market landscape, audience behaviors, and competitive landscape; illuminate key insights that drive media mix decisions



Connect across touchpoints

Align message with media

Collaboration between creative and media is vital to maximizing any mix of media.

Different media, platforms, and placements create different experiences





Videos to reference

Visit the marketing training module to view the following advertising examples from Hotels.com:

- Contextual Captain – United States
- Porta dos Fundos – Brazil
- Winter Swear Jar - Canada



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