

Top 10 tips to ensure you get the best media strategy

- 1. Regularly review your media processes.** In a more complex and rapidly changing media marketplace, smarter media solutions require a sound briefing process that engages well with all other elements of the marketing mix.
- 2. Give your media agency enough time.** Innovative, customised solutions will always take longer than the predictable.
- 3. Involve your media agency early in the strategy development.** The best ideas invariably flow from upstream marketing involvement and ready access to creative development.
- 4. Establish the category norms at briefing stage.** Identifying and highlighting the predictable establishes upfront what is considered insufficient as a response.
- 5. Be open-minded and prepared to listen to new ideas.** When hearing alternative ideas focus on what is potentially right about them rather than potential flaws. Don't sweat the small stuff, think big picture first and consider the detail later.
- 6. Be prepared to revisit the creative.** A great media solution may warrant different creative, so do not lock yourself into a creative direction too quickly.
- 7. Don't get hung up on cost per thousands and price.** The wrong environment will never be the right price.
- 8. Reward your media agency for the quality of their thinking.** Rather than paying for the mundane and predictable, reward through performance based remuneration for innovative and effective thinking.
- 9. If you can't get great strategy, get a new media agency.** Inferior strategic thinking puts your business at risk, so if they can't change, change providers.
- 10. Contact TrinityP3.** TrinityP3 has developed the Ten Point Planning system that assesses the quality of strategic thinking and provides a score for each campaign. And if they don't measure up we can help you find a media agency that does.

australia. sydney, melbourne
asia. singapore, hong kong
e.people@trinityp3.com **w.trinityp3.com**

