



Part I : Weighting Levels

How much? How often?

There are a number of factors that should be considered before radio weight levels are determined (i.e. the amount of airtime an advertiser will need in order to meet their objectives).

Typically, **established** brands that dominate their categories need **less** of a presence than new brands or brands that are still in a growth stage. A brand's biography will often determine the weight levels required.

Other considerations include:

- The **message** being delivered, and
- **Other advertising** (competitor landscape)

Radio planning variables

Marketing Factor A brand's biography	Message Factor How and what you will communicate	Media Factor
<ul style="list-style-type: none"> • Established brand or new entry • Brand dominance/share • Brand loyalty • Purchase cycle • Usage cycle • Competitive share of voice • Target group 	<ul style="list-style-type: none"> • Message complexity • Message uniqueness • Image vs. product sell • New vs. continued campaign • Message variation • Wear-out • Advertising units (time length) 	<ul style="list-style-type: none"> • Clutter effect • Editorial environment • Attentiveness • Continuous vs. Pulse • Other media used • Repeat exposure

There are two methods of planning radio airtime

1. Planning by **number of spots**

Small or independently-owned companies concentrated within a few markets, typically plan the number of radio spots that will be run in a given day or week. The right number of spots is dependent on the planning variables listed above, the particular station and the market's characteristics. A radio station's representative can offer reliable guidelines.

In order to reach the greatest proportion of a station's total audience, spots must be evenly dispersed throughout the day, evening and weekends. A radio plan engineered in this way is referred to as a **reach plan**.

Greater selectivity as to when spots are run can be arranged through individual radio station representatives.

2. Planning by **ratings points**

Advertising agencies and large companies with in-house media planning and buying departments utilize software that enables planning by gross rating points (GRPs).

GRP definition: GRPs equal the number of exposures an ad campaign will generate against a given target audience, in a given market. Therefore, a GRP equals the percentage of the target group that will hear the ad, multiplied by the average number of times heard per person (frequency)

GRP = % target audience reached x frequency

For example, if you plan 300 GRPs per week against a given target market, you can reach 65% of that group, an average of 4.6 times.

300 GRPs = 65 x 4.6

Recommended weekly **GRP levels**

The Radio Market Bureau (RMB Canada) offers the following **radio weight level guidelines** in co-operation with the Canadian Media Directors' Council (CMDCC), the radio industry and advertising agencies.

The table suggests weekly weight levels based on campaign type.

CampaignType	Radio Only	Radio as part of media mix	Market Frequency	Station Frequency	Minimum GRP's
Launch	300 GRP's	200 GRP's	4-6	3	185 GRP's
Growth Stage	300 GRP's	150-200 GRP's	3-5	3	150 GRP's
Mature	200 GRP's	85-200 GRP's	3-4	3	125 GRP's
Retail Drive (short term traffic and sales)	300-400 GRP's	200-300 GRP's	4	3	185 GRP's

Source: Radio Marketing Bureau, Canadian Media Director's Council (CMDCC), the radio industry and advertising agencies

Monitoring weight levels

When you run a campaign, it is extremely important to monitor the results. You will gain insight into the campaign's effectiveness, and be better equipped to establish a benchmark for weighting levels to be used in future radio campaigns.

For more information, contact the RAB South Africa on (011) 325 4935 or email norman@rab.co.za

RAB South Africa
We Are Listening!