CONCEPT

Advertising Campaign Management and Media Planning: Creative Brief to Media Plan

4 – 8 October 2027
London - Central London four-star



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Introduction:

Advertising campaign management often fails between the marketing team and the agencies it hires: vague objectives, briefs that invite guesswork, creative judged on taste, and media budgets spread thinly across channels with no clear reach or frequency target. Results are then reported as activity rather than effect. This Core Concept course gives marketing, brand and communications managers a working method for setting campaign objectives, writing the creative brief, directing agencies, planning and buying media, and measuring effectiveness. Participants produce an Integrated Campaign Brief and Media Plan.

Course Objectives:

- Set advertising campaign objectives and audience insight that give agencies a clear problem to solve
- Write a single-minded creative brief and review creative work against it with structured feedback
- Select, remunerate and evaluate advertising and media agencies using a documented scoring process
- Build a media plan using reach, frequency, GRPs, effective frequency and share of voice targets
- Allocate budget across TV, radio, out-of-home, cinema, print and digital with a chosen flighting pattern and negotiated buying terms
- Measure campaign effect through pre-testing, brand lift studies and awareness tracking, and feed results into the next brief

Target Audience:

- Marketing management functions that commission paid advertising and approve campaign budgets
- Brand management functions responsible for campaign messages across several channels
- Communications management functions that run awareness campaigns for products, services or public programmes
- Functions that manage relationships with creative, media and research agencies
- Marketing functions accountable for reporting campaign results to senior management

Course Outline:

Day 1: Campaign Objectives, Audience Insight and the Role of Advertising

- Advertising Campaign Lifecycle Map: Objective, Brief, Creative, Media and Evaluation
- Campaign Objective Ladder: Awareness, Consideration, Action and Sales Response Targets
- Audience Insight Canvas: Consumer Tension, Purchase Cycle and Media Consumption Habits
- Competitive Advertising Audit: Rival Messages, Channels and Estimated Spend
- Current Campaign Review Checklist: Past Results, Agency Roster and Budget History

Day 2: The Creative Brief, Agency Relationships and the Big Idea

- Single-Page Creative Brief Template: Problem, Audience, Single-Minded Proposition and Mandatories
- Agency Selection and Pitch Process: Credentials, Chemistry Meetings and Scoring Matrix
- Agency Remuneration Models: Retainer, Project Fee and Performance Components
- Campaign Theme and Big Idea Test: Relevance, Distinctiveness and Stretch Across Executions
- Copy and Creative Review Protocol: Feedback Against the Brief Rather Than Personal Taste

Day 3: Media Planning Concepts and the Channel Mix

- Reach, Frequency and GRP Calculation: Average Frequency from GRPs and Reach
- Effective Frequency and the Krugman Three-Exposure Theory in Schedule Design
- Share of Voice Analysis Against Category Spend and Market Share Goals
- Channel Role Matrix: TV, Radio, Out-of-Home, Cinema, Print and Digital at Mix Level
- Integrated Campaign Architecture: Lead Channel, Supporting Channels and Touchpoint Sequence

Day 4: Media Buying, Flighting, Budgets and Effectiveness Measurement

- Media Buying and Negotiation Basics: Rate Cards, Cost Per Thousand, Added Value and Make-Goods
- Flighting Patterns: Continuous, Flighted and Pulsing Schedules Across the Purchase Cycle
- Budget Allocation Worksheet by Channel, Burst and Market with Wear-Out Warning Signs
- Advertising Pre-Testing Methods: Concept Tests, Animatic Research and Recall Checks
- Post-Campaign Evaluation: Brand Lift Studies, Awareness Tracking and Sales Response Review

Day 5: Case Work and the Integrated Campaign Brief and Media Plan

- Consumer Goods Launch Case: Creative Brief Critique and Rewrite
- Public Service Awareness Campaign Case: Channel Mix and Flighting Choices
- Financial Services Case: Share of Voice Gap and Budget Defence
- Integrated Campaign Brief and Media Plan Drafting for a Live Brand
- Peer Review Panel Using a Campaign Plan Scorecard

Skills You Will Gain:

- Campaign Objective Setting
- Creative Brief Writing
- Agency Management
- Creative Work Evaluation
- Reach and Frequency Planning
- Media Negotiation
- Advertising Budget Allocation
- Campaign Effectiveness Measurement

Why Attend This Course:

- Leave with an Integrated Campaign Brief and Media Plan ready to hand to your agencies
- Get stronger creative work back from agencies by briefing a single problem and a single proposition
- Defend advertising budgets to senior management with reach, frequency and share of voice arguments
- Compare campaign and media decisions with managers from consumer goods, services and public sector organisations

Conclusion:

Advertising works when the objective, the brief, the idea and the media schedule point at the same audience and the same result. This course moves from objectives and audience insight, through the creative brief, agency management and the big idea, to reach, frequency, GRPs, share of voice, channel mix, buying, flighting and budget allocation, then to pre-testing and post-campaign evaluation. The final day applies the method to cases from several sectors and produces an Integrated Campaign Brief and Media Plan.