

## Successful Recipes

# strategic media planning & buying

### Ingredients

- 1 client that's ready to reach a wider audience
- 1 media planning and buying specialist
- 1 cost effective media planning and buying schedule
- 1 insight into your target market

### Method

In order to get your brand seen by the biggest audience, you need a fresh approach to media planning and buying. Whether you want to appear on television and radio or in print, your media planning and buying activity needs to be carefully researched in order to reach the highest concentration of potential customers at the lowest possible cost.



As we continue to develop cutting edge technologies for the web, we need a creative supplier who is reliable and can develop projects to consistently high standards. We have worked with Mango for many years as a creative supplier for web and printed materials, and we very much consider them part of our business.



**Steve Yates**  
IT Director



At Mango, we work closely with media planning and buying specialists. Using your existing customer data, we accurately profile your customers to find out what they watch, what they read and when. Getting to grips with their media consumption allows us to tailor a campaign that accurately reflects their habits and target our media planning and buying accordingly. By comparing different media using impartially audited readership figures, we decide which media planning and buying represents the best value. We can even access future features lists to see if any publications are running features that would benefit our clients, and incorporate this information into our media planning and buying strategy.

Our approach to media planning and buying is highly tactical. We leave nothing to chance. For media planning and buying on consumer campaigns, we analyse customer postcodes to locate like-minded individuals geographically. This will allow our media planning and buying specialists to ensure we choose the correct media - placing your advertisements where they will generate the most response.

And we provide a complete end-to-end media planning and buying solution. It isn't enough to produce stand-out creative work. Our media planning and buying specialists work hand in hand with our creative designers and art workers, to produce campaigns that are always imaginative, effective and strategically placed.

We'll work closely with you to create the best media planning and buying strategy we can. Starting with an initial concept, we develop our thoughts, produce creative work and present our initial ideas. Then we'll develop a media planning and buying strategy that enables your marketing to achieve its full potential, securing maximum results at a price that's right.

Let Mango help you achieve your marketing goals. Call our team today on

**0161 601 6522**

visit [www.mangocommunications.co.uk](http://www.mangocommunications.co.uk)



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