

Media planning

The goal is to leverage advertising for most effective communication through target-oriented media planning. We'll manage and control everything, from policy to implementation.

THE MASTER PLAN

To ensure that every cent of your advertising budget is invested wisely, we will work with you to devise and define a clear strategy. After our initial evaluation, we will identify optimum media and formats, based on the initial situation*.

The master plan includes an overview and detailed fundamentals for planning and booking – leading to practical guidelines for allocating the advertising budget as efficiently as possible.

THE TASK LIST

You control the whole process via the task list. It combines yearly planning, bookings overview and a tool for execution, in one single document. The campaign is based on the master plan and the defined budget. For bookings, Aepli Communication benefits from special prices – thanks to long-standing relationships with media representatives. **All discounts will be passed on to you fully**, because Aepli Communication is an independent agency. We sell services only – and never negotiate with media on our own behalf.

The comprehensive document offers total transparency of advertising expenditure and includes all the details needed to fulfill each necessary task on schedule.

THE CAREFREE PACKAGE

Simply leave the task list to Aepli Communication. We will obtain artwork and banners in the required size from your designer, or ours, and deliver the material to media outlets on time. We monitor the publication and invoicing procedure. We will send you a monthly overview of current activities, online reports, specimen copies and invoices – the only part of the process you need to take care of yourself.

THE VALUE PACKAGE

Aepli Communication will ensure your company does not miss out on important publishing occasions – such as national 'specials' or sector focuses related to your products and services being planned by the respective media organizations.

We will also use our strong network of media contacts to maximize the impact of your advertising spend. For example, we'll deal with interview opportunities and encourage media websites to link to your company's own online content for videos and news stories.

It's a total value package that's as flexible and individual as you are.

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Subjects included in the initial situation evaluation: marketing goals for marketing, advertising and communication in general, target groups and markets, image and image transfer, products, novelties, exhibitions, anniversaries, experiences from former advertising activities, etc.