

## PLANNING OF MEDIA ACTIVITY OF AN ENTERPRISE

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*The article provides the basic information for understanding the essence of the concept of Mass Media and the role of this phenomena within the frames of enterprise media activity in conditions of high speed of information turnover.*

Enterprises pay a great attention to their communications and image while operating in environment with the high speed of information turnover. They plan their media activity to gain and retain competitive advantage.

According to studies (G. Anderson, K.-O. Olming, etc.) mass media are public communication means and those means of information transfer and representation, and their interrelation, which have the possibility to reach a very large population of receivers. The six types of mass media include: print, recording, cinema, radio, television, Internet.

The work with mass media affects public opinion and image of an enterprise, as well as internal perceptions of workers about their company, serves as the source of information (for market research, presentation of products, delivery of services, advertisement) and provides legislative feedback for policy creation and solution of legal issues [4].

“To the business man, again, mass communication is nothing more than the mass media, which are nothing less than the problem of where his company image or his brand name will appear more profitably...”. So the media activity of the company should include the broad and subsequent analysis of media sender, message content, media channel, receiver and effect caused [5].

Media planning refers to the process of selection of appropriate and the most suitable media types, channels, tools, techniques and methods to perform media activity and advertisement. It consists of three stages: defining the marketing problem (research of market, product, consumers, opportunities, etc.); translating marketing requirements into achievable objectives; esigning a media solution (building strategies).

Cost assessment of media planning helps businessmen identify the appropriateness and effectiveness of chosen strategies. Some tools of cost assessment are:

- 1) Computation of audience population, which is simply the statistical study, analysis and the definition of how many people the particular media campaign is targeted to reach.

2) Indicator of cost per thousand customers (Formula 1):

$$MC_{th} = \frac{TC}{N} UAN / thousand \quad (1)$$

where,

$MC_{th}$  – media cost per thousands of customers.

TC – total cost of the media project, UAH.

N – population of customers, thousands of people.

3) Indicator of cost per unit (Formula 2):

$$MC_1 = \frac{TC}{U} UAH / unit \quad (2)$$

where,

$MC_1$  – media cost per unit of media means.

TC – total cost of the media project, UAH.

U – amount of units of information transmission (booklets, magazines, etc.), units.

4) Indicator of frequency of media usage (Formula 3) [3]:

$$Q_m = \frac{MP}{T} projects / period \quad (3)$$

where,

$Q_m$  – frequency of media usage.

MP – total amount of media projects.

T – amount of periods (years, months, weeks, ect.)

Media planning may be a strong tool for influencing and creating an opinion in society and justifying the marketing strategy if properly used. But there is no universal and perfect media channel or strategy. The usage of the integrated approach of composition of tools, techniques and approaches ensures obtaining the maximum effect within the approved budget.

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