

# #9: Personal Media Network

Here's a "stretching" exercise to help you think about the range of IMC opportunities.

Discover your own "Personal Media Network."

1. Track yourself through a typical day – what "media" are part of your network?

# Me

WAKE UP


LUNCH


DINNER


SLEEP

2. When and where were the best opportunities to reach you? What's your Aperture?
3. How does your Personal Media Network differ on the weekend?

## A BIT MORE ON THE PERSONAL MEDIA NETWORK.

Keith Reinhard, former head of DDB, wants you to think about your "Personal Media Network." That's the way you spend your media day.

What is the media experience from the point of view of the individual target customer?

### Aperture™.

A related concept is Aperture™.

What is the best time to reach that person for your product?

It includes places and habit patterns – when and why they read, watch TV, or listen to radio.

For example, is the media for information, entertainment, or background?

It also includes things you might not think of as media, like the package itself.

Thinking like this can help pizza companies decide to advertise just before halftime on a football game.

Thinking like this can help you add in-store advertising to complement your TV schedule.

### Helpful Hint.

A good way to get to know your target is to look at their media.

For example, if you have a business trade ad, look through the trade journals where your ad will appear.



*Where can you be reached? And when? To be effective, your message has to be at the right place and at the right time. Then, if it's the right message, you've got a shot.*