



Spending Advertising Money in the Digital Age: How to Navigate the Media Flow

Hamish Pringle, Jim Marshall

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Seismic changes are occurring in the world of advertising due to the inexorable rise of new technologies and the way consumers are using new media. These changes in behaviour are challenging accepted ways of using the media to build brands. Based on data from the IPA Effectiveness Awards databank and from IPA TouchPoints, the world's first customer-centric media habits survey, plus research from Nielsen and Millward Brown, the authors propose a new model, 'F.A.I.P.A', for media and communications planning. This model describes how to select the right media channel to promote a brand from the many that are now available, and if you are employing a range of 'bought', 'owned' and 'earned' media, which to concentrate on, and how to allocate the budget between them. Spending Advertising Money in the Digital Age also has contributions from leading figures in the media industry and contains many examples of top campaigns with demonstrable results in the marketplace.

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