

Arts, Linguistics, Literature and Language Research Journal

INTEGRATING TECHNOLOGY AND CREATIVITY FROM MEDIA PLANNING TO RETURN ON INVESTMENT

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Abstract: This article explores several facets of the advertising industry, including the roles of professionals in advertising agencies and media outlets, processes involved in marketing advertising space, and the effectiveness of different types of touchpoints in interacting with consumers. Additionally, the distinction between media planning and advertising planning is analyzed, highlighting the importance of creativity in the mix of media supports and alternatives for innovation.

A special focus is given to the digital advertising and programmatic media ecosystem, revealing how automation and efficient use of Big Data and Advertising Analytics are reshaping marketing strategies. Performance metrics such as KPI (Key Performance Indicator) and ROI (Return on Investment) are discussed to highlight methods of evaluating and optimizing advertising campaigns. The article also presents a detailed model of media planning, execution and reporting for an Alzheimer's campaign, demonstrating how the theories and practices discussed can be practically and effectively applied to public health campaigns. Through detailed analysis and case studies, the article offers valuable insights into the evolution of advertising and how organizations can adapt to make the most of new tools and platforms available, ensuring messages reach target audiences more efficiently.

Keywords: Digital Advertising, Programmatic Media, Media Planning, Big Data, KPI, Return on investment, Commercialization of Advertising Spaces, Points of Contact, Media Creativity.

FUNCTIONS OF THE ADVERTISING PROFESSIONAL IN AGENCIES AND COMMUNICATION VEHICLES

Within advertising agencies and media outlets, advertisers can occupy a variety of positions, each performing specific functions that contribute to the creation, planning and execution of advertising campaigns.

In Advertising agencies: The main positions that an advertiser can occupy:

Creative Director: He is responsible for the creative direction of campaigns, supervising the creative team that includes designers, writers and art directors. The creative director ensures that the creative concept is aligned with the brand strategy and client expectations.

Media Planner: He develops strategic plans for where and when ads must be displayed to reach target audiences in the most effective way. He works with data and analytics to optimize media buying and ensure the best return on investment.

Account Executive: He acts as the link between the agency and the client, managing daily communication, understanding the client's needs, and ensuring that the agency's deliverables meet requirements and deadlines.

Copywriter: He writes creative, persuasive copy for ads, video scripts, blog posts, and other marketing materials. She works closely with art directors to develop creative concepts.

Art Director: He is Responsible for the visual aspect of advertising campaigns, working together with copywriters and graphic designers to create attractive images that communicate the message effectively.

Project Manager: He oversees campaign timelines, managing resources and coordinating activities across different departments to ensure projects are delivered on time and within budget.

In Communication Vehicles: The main positions that an advertiser can occupy:

Media Sales Manager: He is responsible for selling advertising space within the communication vehicle, such as TV time, space in magazines, or banners on websites. Works to achieve sales goals and develop relationships with advertisers.

Media Analyst: He collects and analyzes data on the performance of advertising spaces sold, helping to optimize sales strategies and customer satisfaction.

Programming Coordinator: In vehicles such as radios and TVs, this professional can coordinate content programming, ensuring that advertising spaces are well integrated and do not interfere with the viewer or listener's experience.

Digital Strategist: He is specialized in digital media; this professional develops strategies to maximize the vehicle's online presence and increase the effectiveness of digital campaigns.

These positions reflect the diversity of skills and specializations needed to operate successfully in the dynamic field of advertising, whether in creative agencies or in media outlets that provide the spaces for these advertisements.

In advertising agencies, media professionals are responsible for planning, purchasing and evaluating advertising space on behalf of advertisers. They must understand the customer's target audience to maximize the impact of the message. **In communication vehicles (such as television, radio, newspapers, websites), the role is more focused on selling advertising space and maintaining the quality of content that attracts audiences.**

Media planners today need to deeply understand the nuances of the various media channels available to maximize return on advertising investment.

HOW ADVERTISING SPACES ARE COMMERCIALIZED

The commercialization of advertising space is a crucial process for advertising agencies and media outlets, as it is from this that the revenue necessary to sustain these operations is generated. This process involves several steps and can vary greatly depending on the type of media involved. Let's explore how advertising space is sold in different media.

Identification of Advertising Space: First of all, it is necessary to identify the available advertising spaces that can be offered to advertisers. These spaces can be in traditional media such as television, radio and print, or on digital platforms such as websites, social networks and applications.

Pricing Definition: Advertising space prices are determined based on several factors, including:

Reach and Audience: The greater the number of people a media outlet reaches, generally the more expensive the advertising space is.

Segmentation: Spaces that offer the possibility of segmenting the audience more specifically can command higher prices.

Time and Format: In the case of TV and radio, the airing time and duration of the advertisement influence the price. In digital media, the format (banner, video, native ad) also impacts the cost.

Period: High demand seasons, such as holidays or special events, can lead to higher prices due to intense competition for advertising space.

Promotion and Sale: Advertising spaces are promoted to potential advertisers through:

Sales Teams: Professionals who meet with potential advertisers to discuss options and benefits of available spaces.

Marketing Materials: Media kits that detail reach, demographics, engagement rates and other relevant data for advertisers.

Events and Networking Networks:

Participation in industry fairs and networking events to promote advertising spaces to a wider audience.

Negotiation and Contracting: After promotion, negotiations follow with interested advertisers. At this stage, discounts, packages and payment terms can be discussed. Once the terms are agreed, contracts are generally formalized to ensure the rights and duties of both parties.

Monitoring and Optimization: After ads are served, performance is monitored through metrics such as reach, impressions, clicks and conversions, depending on the type of media. This data is important for:

Assess Effectiveness: Check whether the advertising space is achieving the desired objectives.

Optimize Future Campaigns: Adjust approaches and strategies to improve results for advertisers.

Ongoing Relationship: Maintaining a good relationship with advertisers is vital to guarantee the renewal of contracts and the continued sale of advertising spaces. This may include offering post-campaign performance insights and suggesting new advertising opportunities.

Each type of media has its own particularities in the process of selling advertising spaces, but they all follow a similar flow that goes from identifying and pricing spaces to negotiation, sales and performance analysis. This process ensures that both media outlets and advertisers can maximize the return on their advertising investments.

TYPES OF TOUCH POINTS

Touchpoints are essential to a brand's marketing strategy, as they represent the various opportunities a company has to interact with consumers at different stages of the purchasing journey. These moments or places of interaction can be digital, physical, direct or indirect, each playing a crucial role in building brand perception and influencing consumer behavior.

DIGITAL TOUCHPOINTS

Social media: Platforms like Facebook, Instagram, Twitter and LinkedIn are spaces where brands can post content, answer questions, and interact directly with consumers. For example, Coca-Cola uses its Instagram accounts to launch interactive campaigns that encourage followers to share their own stories with the brand.

E-mail marketing: Personalized emails are sent to consumers to promote products, offer discounts or keep customers informed about brand news. Amazon, for example, uses emails based on users' purchasing history to suggest products that might be of interest.

Websites and Blogs: A company's website is often the first meaningful point of contact for many consumers. Blogs are used to educate consumers, offer industry insights and strengthen brand authority. Apple, for example, uses its website not only for sales, but also to educate customers on the use of its products through videos and tutorials.

PHYSICAL CONTACT POINTS

Physical Stores: The in-store shopping experience, like Nike, gives consumers the chance to touch, feel and try on products before purchasing.

Events and Exhibitions: Participation in industry fairs and events, such as CES (Consumer Electronics Show), where technology companies demonstrate new

products and technologies directly to consumers and industry professionals.

Outdoor Advertising: Outdoors, public transport and other physical means are still effective ways of capturing public attention in urban environments. Clothing brand H&M often uses large billboards in urban centers to promote its latest collections.

INDIRECT CONTACT POINTS

Online Reviews and Opinions: Sites like Yelp or TripAdvisor where consumers leave reviews about their experiences with a brand or product, potentially influencing other consumers.

Media Coverage: News articles or features in magazines that can raise a brand's profile or highlight its products, such as Tesla often appearing in articles about electric vehicle innovations.

The Importance of Touchpoint Management needs to be highlighted. Managing these touchpoints is crucial for a brand, as a negative experience at any of these points can harm the company's image and deter future interactions or purchases. According to McKinsey & Company, "customer journeys are increasingly important to brands, and touchpoints are key to ensuring a positive experience throughout these journeys" (McKinsey, 2018).

Brands must not only create effective touchpoints but also ensure they are integrated so that the consumer experience is consistent and complementary across channels. Effective integration of touchpoints allows brands to build a coherent narrative and a lasting relationship with consumers, leveraging loyalty and promoting customer satisfaction.

TYPES OF MEDIA RESEARCH

Media research is an essential tool for planning and evaluating advertising campaigns, offering deep insights into audience behaviors and preferences. These researches are classified into two main types: quantitative and qualitative, each with specific methods and objectives.

QUANTITATIVE RESEARCH

These are focused on collecting numerical data that can be statistically analyzed. They are often used to measure audiences, frequency of media use, and other objective metrics.

Example: Audience measurement carried out by the Nielsen Institute, which uses technologies such as "People Meter" to track which television programs people are watching and for how long. This type of data is crucial for advertisers to understand which times and programs are most effective in reaching their target audiences.

QUALITATIVE RESEARCH

This research seeks to understand the reasons behind consumer choices and behaviors. They are not so focused on numbers, but rather on perceptions, opinions and motivations.

Example: Focus groups, where a small group of consumers are selected to discuss their attitudes towards a specific product, service or media. These sessions can reveal insights into how consumers perceive a brand or advertisement, offering valuable information that would not be captured by quantitative methods.

Several institutes specialize in collecting and analyzing this data, with Nielsen and Kantar being two of the most renowned globally.

Nielsen: It is primarily known for its television audience research, but it also offers a wide range of data on consumption habits of

other media, including radio, digital and print media. According to Nielsen himself, “Our measurements help our customers understand the importance of media consumption and its impact on purchasing decisions” (Nielsen, 2020).

Kantar: Offers services that span the media research spectrum, including monitoring media trends, advertising effectiveness and consumer behavior. Kantar uses a variety of analytical tools to provide insights into how and why certain content or ads perform well.

Data from media research is critical in developing an effective media plan. Media planners use this information to:

Identify the Target Audience: To understand who consumers are, what media they consume and when they are most receptive.

Choose Media Channels: To select the types of media (digital, print, television, etc.) that most effectively reach the desired audience.

Allocate the Budget. Distribute advertising investment between different channels based on their effectiveness and cost-benefit.

Assess the Impact: To measure the success of advertising campaigns in terms of reach, engagement and return on investment, and adjust strategies as necessary.

Media research not only helps optimize the impact and efficiency of advertising campaigns, but also ensures that content is relevant and appealing to the target audience, thereby maximizing return on investment and strengthening the connection between brand and consumer.

DIFFERENCE BETWEEN MEDIA PLANNING AND ADVERTISING PLANNING

Media planning and advertising planning are two crucial processes within a brand’s marketing and communications, but they have different focuses and objectives. Let’s detail the differences between these two types of planning:

Media planning is a specific process that focuses on determining the best media channels to run an advertising campaign.

It primarily deals with selecting and purchasing advertising space and scheduling when and where ads will appear. The main tasks of media planning include:

Channel Selection: To determine which channels (digital, television, radio, print, outdoor, etc.) are best suited to reach the target audience.

Budget Allocation: To distribute the advertising budget among the selected channels in order to maximize the return on investment.

Programming: To decide the most effective times and frequencies for running ads.

Optimization: To continuously adjust media strategies based on performance analysis and market feedback.

The goal of media planning is to ensure that ads reach the right audience, at the right time, and at the most efficient cost, using data and analytics to inform these decisions.

Advertising planning, in turn, is a broader and more strategic process that involves the design of the entire advertising campaign. This planning encompasses the definition of marketing objectives, the development of creative messages, and the general coordination of activities that will lead to the execution of the campaign. Includes:

Defining Objectives: To establish what the campaign aims to achieve, such as increasing brand awareness, promoting a new product, or driving sales.

Creative Development: To create the visual and textual concepts that will make up the ads, working in close collaboration with art directors, copywriters and designers.

Campaign Strategy: To define the brand's value proposition and how it will be communicated to the public.

Coordination with Other Teams: To work closely with sales, product and other teams to ensure the advertising message is aligned with the company's overall objectives.

While advertising planning addresses the campaign at a conceptual and strategic level, media planning deals more directly with the practical execution of that strategy across multiple media channels. Both are essential to the success of an advertising campaign, each contributing their specific set of focuses and skills to achieving the brand's marketing objectives.

DIGITAL ADVERTISING ECOSYSTEM AND PROGRAMMATIC MEDIA

The digital advertising and programmatic media ecosystem is a complex and highly technological terrain that has revolutionized the way ads are bought, sold and displayed. This transformation **involves multiple actors, including advertising agencies, publishers, advertisers, technology platforms and data providers.** Each plays a crucial role in ensuring advertising is efficient, relevant and effective.

Advertisers These are companies that want to promote their products or services. They use digital advertising to reach specific audiences, increase brand visibility and drive sales. Advertising agencies or digital agencies plan, create and execute campaigns on behalf of advertisers, using data and analytics to segment target audiences and optimize return on investment.

Publishers They are the owners of spaces where advertisements can be served, such as websites, blogs, and social media platforms. They sell advertising space to monetize their content. Ad Tech Platforms include Demand Side Platforms (DSPs), SupplySide Platforms (SSPs), and Data Management Platforms (DMPs), which facilitate the buying and selling of digital advertising. For example, Google Ads is a DSP platform that allows advertisers to buy ads and manage campaigns.

Data Providers are companies that collect, analyze and sell data that helps personalize and optimize advertising campaigns. They provide information about user behavior, preferences and other demographic attributes.

Programmatic media is an evolution in advertising buying and selling that uses algorithms and data to make real-time decisions about ad placement. It allows ads to be purchased automatically and shown to the most relevant audiences based on online behavior, interests and other demographics.

When a page is loaded by a user, information about the page context and user profile is sent to a programmatic ad platform. **In milliseconds, an auction takes place between several advertisers who compete to show their ad to the user.** The auction winner has their ad displayed on the page the user is visiting. One example is the use of Google AdX, an ad exchange that connects ad demands from Google Ads with supplies from large publishers. **Google's machine learning technology automatically optimizes offers for advertisers to reach users** most likely to respond to ads.

Programmatic advertising offers several **advantages**, including **cost efficiency**, which reduces ad waste by ensuring only relevant audiences are reached, **targeting accuracy**, enabling more accurate targeting using real-time data, and **speed and scale**, where ads can be purchased and optimized in real

time, on a global scale. Despite its benefits, programmatic advertising **faces challenges such as concerns about user privacy, quality of ad inventory, and transparency of transactions.**

In short, the digital advertising and programmatic media ecosystem is constantly evolving, driven by technological advances and the increasing availability of data. It offers significant opportunities for advertisers to reach their target audiences more effectively, while also presenting challenges that must be carefully managed.

BIG DATA ANALYTICS E ADVERTISING ANALYTICS

Big data and advertising analytics are essential for understanding large volumes of consumer data and optimizing campaigns. Tools like Google Analytics and specialized platforms help measure ad performance and adjust strategies in real time.

Big Data and Advertising Analytics are fundamental concepts in digital transformation and in optimizing marketing and advertising campaigns. Both are essential to understanding and reacting to consumer behavior at scale.

Big Data refers to extremely large and complex data sets that are difficult to process using traditional data analysis methods. This data can come from a variety of sources, such as social media interactions, online transactions, location data from mobile devices, and more.

Big Data is starting to be used to **collect data in large volume, variety and speed from multiple sources**, including structured and unstructured data. Due to its size, this data is **stored on scalable platforms** such as Hadoop or cloud databases.

Big Data **uses technologies such as parallel processing, machine learning and artificial intelligence** to process and analyze the data

to **extract insights.** Insights are often **viewed using dashboards and reports** to facilitate interpretation and decision making. The information obtained is used to personalize the customer experience, optimize marketing strategies, predict market trends, and improve operational efficiency.

Advertising Analytics is the practice of applying analytical techniques to evaluate the performance and effectiveness of advertising campaigns. This analysis helps understand the impact of campaigns on consumer behavior and return on investment.

Advertising Analytics is used to define Goals and KPIs. Determine what the campaign aims to achieve and **which key performance indicators (KPIs) will be monitored, such as clicks, conversions, engagement, among others.** Advertising Analytics **collects data in real time** of advertising campaigns, including **impressions, clicks, conversion rates, and cost per action.** Advertising Analytics uses **analysis tools** to evaluate the performance of ads against defined KPIs. Patterns, trends, and the impact of different variables on campaigns are analyzed.

Based on insights gained from Advertising Analytics, **adjust campaigns to improve performance.** This may include **changes to target audience, budget, message or ad design, and produce detailed reports on performance** of campaigns for stakeholders and customers, providing a basis for future strategic decisions.

A real-world example of Advertising Analytics application is Coca-Cola's use of analytics to understand the effectiveness of its digital advertising campaigns. The company analyzes consumer purchasing behavior and brand perception before and after campaigns to adjust its marketing strategies.

Use Big Data and Advertising Analytics **allows companies to create more targeted campaigns, improve resource allocation,**

increase Return on investment and respond more quickly to changes in the market and consumer behavior.

These tools are essential for any organization seeking to maintain competitiveness and effectiveness in a data-driven market.

KPI (KEY PERFORMANCE INDICATOR) AND R.O.I. (RETURN ON INVESTMENT)

KPIs are metrics that help evaluate success of campaigns in relation to the objectives. Return on investment, in turn, measures the **financial feedback** of campaigns in relation to **investment made**.

Real Example: A common KPI in online campaigns is click-through rate (CTR), while Return on investment would be measured by the increase in sales or leads generated from those clicks.

Each of these components plays a vital role in building effective media campaigns and maximizing advertising investments. By deeply understanding each aspect, professionals can create more efficient and innovative strategies.

MODEL FOR MEDIA PLANNING, EXECUTION AND REPORTING ON THE TOPIC OF ALZHEIMER'S

PLANNING

To develop a complete and effective media plan on the topic of Alzheimer's, it is crucial to consider several elements, including the campaign objectives, the target audience, the media to be used, the available budget and the key messages. Below, I detail a step-by-step media plan:

CAMPAIGN OBJECTIVES

Raise awareness: To raise awareness about Alzheimer's, its symptoms, treatments and impact on families.

Educate: To inform the public about how to identify early signs and the importance of early diagnosis.

Support: To promote resources and support available to patients and caregivers.

Raise Funds: To encourage donations for research and patient support.

TARGET PUBLIC

Main: Adults over 50 and family members of people with Alzheimer's.

Secondary: Healthcare professionals, educators and the general public interested in mental health and elder care.

MEDIA CHANNELS

Television and Radio: Commercials in prime time and programs aimed at seniors.

Printed Media: Articles and advertisements in magazines and newspapers focusing on health, well-being and senior audiences.

DIGITAL MEDIA

Social Media: Campaigns on Facebook, Instagram and Twitter with infographics, personal stories and educational videos.

Content Marketing: Blogs and articles about care, medical advances and real stories on specialized websites.

E-mail marketing: Periodic newsletters with updates on research, events and care tips.

Events: Webinars, lectures and workshops on Alzheimer's prevention and management.

CONTENT STRATEGIES

Personal Stories: Share stories from patients, families and caregivers to create emotional connection.

Educational Content: Explanatory videos about symptoms, research advances and support methods.

Strong Calls to Action: Encourage the public to get involved with the cause, whether through donations, participation in events or sharing information.

CHRONOGRAM

Launch Phase: Introduction of the campaign with an online event and distribution of press releases.

Maintenance: Regular publications on social media, monthly articles and email marketing campaigns.

Reactivation: Seasonal campaigns during key periods like Alzheimer's Awareness Month.

BUDGET

The budget distribution must consider the **relevance of channels** chosen and the **need for content production** of Quality. Recommends allocating more resources to digital media, given its capacity for segmentation and detailed analysis.

RESULTS ASSESSMENT

Engagement Analysis: Monitoring likes, shares, comments and video views.

Conversion Assessment: Analysis of the number of event registrations, donations received and new newsletter subscribers.

Audience Feedback: Surveys and focus groups to understand campaign perception and areas for improvement.

This media planning seeks to holistically address the Alzheimer's theme, using different platforms to maximize the reach and impact of the campaign.

CAMPAIGN EXECUTION

The next steps to put the campaign into action effectively. Here are some suggestions on how to proceed:

ASSEMBLE A TEAM

Create a team dedicated to the campaign, including experts in marketing, design, content and data analysis.

PARTNERSHIPS AND COLLABORATIONS

Seek partnerships with healthcare organizations, hospitals and influencers that can amplify the reach of your message.

CONTENT PRODUCTION

Develop planned content, such as videos, articles, social media posts and event materials. Make sure everything aligns with key messages and campaign objectives.

DIGITAL MEDIA CONFIGURATION AND TESTING

Set up social media campaigns, prepare target audience segments and test different ad approaches.

Implement SEO strategies for digital content to improve your visibility.

CAMPAIGN LAUNCH

Start the campaign according to the schedule. Launching with a significant event or action can help generate initial buzz.

MONITORING AND ADJUSTMENTS

Monitor campaign performance in real time. Use digital analytics tools to track engagement, traffic, and other important metrics.

Be prepared to make quick adjustments to strategy or content based on feedback and campaign performance.

REPORT AND ASSESSMENT

Upon completion of the campaign, compile a detailed report on performance and results achieved.

Analyze what worked well and what can be improved for future campaigns.

ALZHEIMER'S AWARENESS CAMPAIGN PERFORMANCE REPORT

To create a detailed report on the performance of a hypothetical Alzheimer's-related campaign, we will need to assume some data and results. I will provide an example of how such a report could be structured and what types of analysis could be included:

EXECUTIVE SUMMARY

Campaign Objective: Raise awareness about Alzheimer's, educate about signs and symptoms, promote support and raise funds.

Campaign Duration: March 1st to May 31st.

Total Budget: R\$100,000.

Main Channels Used: Social Media, Print Media, Television, Online Events.

RESULTS ACHIEVED

Engagement on Social Media:

A total of 50,000 likes, 15,000 shares.

A total of 40% increase in followers on social media platforms.

Campaign Reach on Television and Radio:

Estimated 2 million viewers and listeners reached.

Participation in Events:

5,000 participants in webinars and workshops.

Fund raising:

\$30,000 raised for research and patient support.

PERFORMANCE ANALYSIS BY CHANNEL

Social media: High interaction on Facebook and Instagram, but Twitter with lower engagement.

Print Media: Good reception in health magazines, less visibility in local newspapers.

Television and Radio: Strong reach, especially during morning programs.

Online Events: High participation, positive feedback on content quality.

RETURN ON INVESTMENT (ROI)

Cost per Engagement: R\$1.00 per interaction on social media.

Cost per Event Participant: R\$20.00.

Return on investment on Fundraising: 30% return on initial investment.

SWOT ANALYSIS

Forces: High-quality content, strong social media presence.

Weaknesses: Low conversion into donations, variable engagement across platforms.

Opportunities: Expand use of interactive videos, influencer partnerships.

Threats: High competition from other health campaigns, saturation of social media ads.

RECOMMENDATIONS FOR FUTURE CAMPAIGNS

Improve Ad Targeting: Use engagement data to refine social media targeting and increase donation conversion.

Expand Content Strategy: Include more videos and live streams to engage your audience.

Intensify Partnerships: Collaborate with more influencers and organizations to expand reach.

Optimize the Budget: Reallocate resources from underperforming channels to those with higher Return on investment.

CONCLUSION

The campaign has achieved significant success in terms of awareness and education, but there is room for improvement in fundraising and uniformity in engagement across different platforms. Future strategies must focus on optimizing channels and exploring new content and partnership opportunities.

This report serves as a blueprint for how you might present the results of a real campaign, drawing on hard data and detailed analysis to inform future decisions.

We rescued the classic references to prepare this article (JUGENHEIMER; KELLEY, 2008), (KOTLER, 2012), (SCHULTZ; TANNENBAUM; TANNENBAUM, 1993), (SCHULTZ, 2003), (SHARP, 2010), (SISSORS; BARON, 2010), (TOM, 2016).

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