



**Media strategy, planning
and buying**



The **process**

Setting up media strategy is the process.
It contains some crucial steps:

Market analysis

Establishing the media objective

Setting the strategy

Implementation

Evaluation and follow-up

Development and implementation is based on objectives

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*Business
objectives*

A square panel with a background of white fabric. The text "Marketing objectives" is written in a black, italicized serif font.

*Marketing
objectives*

A square panel with a background of white fabric and a dark fringe at the bottom. The text "Communication objectives" is written in a black, italicized serif font.

*Communication
objectives*

A square panel with a background of white fabric and a dark fringe at the top. The text "Media objectives" is written in a black, italicized serif font.

*Media
objectives*

Setting objectives involves a continuous process of research and decision-making.

When business objectives are set, they have to be translated to media objectives. Media objectives then support communications objectives through focused targeting and cost efficient empowering of the advantages.

Let's **start**

Briefing
Media debrief
Frame Strategy

Tactical planning & Recommendations
Media plan approval
Buying and implementation

Conclusions

Brief questions
Goals determination
Target group definition
Research

Brainstorming
Tactical planning
Buying supervision

Recommendations

What do we take
into consideration?

Big picture

Changes & trends
Local situation

Market

Global market situation
Local market dynamics

Consumer

Consumer dynamics
Local consumer

Media market situation

Competitive activities

Media consumption

What do we **offer?**

Wide range of **media consulting**, including **media strategy, media planning** and **buying**.

We follow your business objectives and translate it to **media goals**, identifying value opportunities and setting clear **goals for each campaign**.

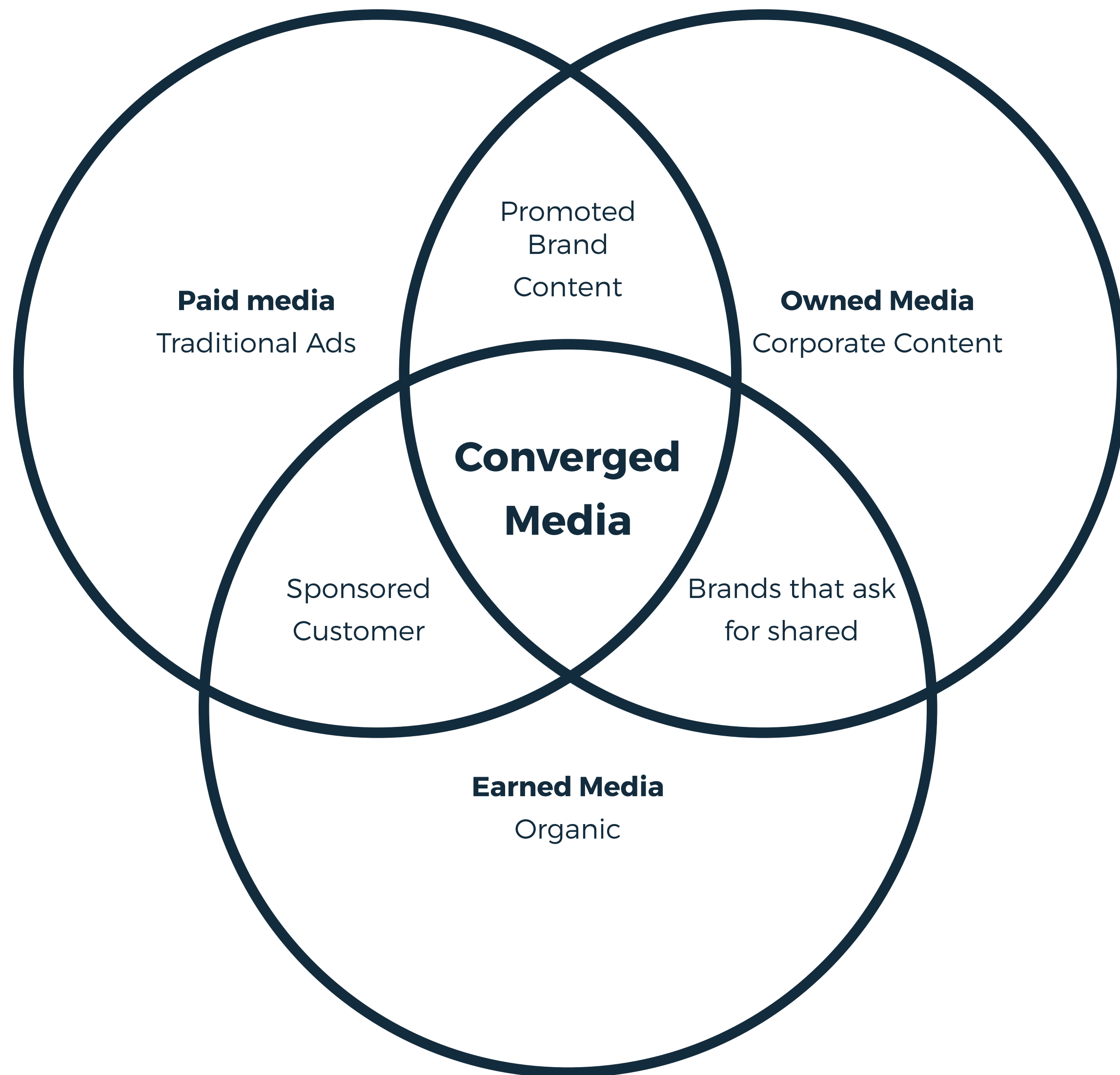
Managing relationships with media to achieve best act on client and brand interest is our focus to build long term partnerships.

Close **cooperation with our creative** team, elaborating specific campaign details and outcomes, constant track of media performance and content, leads us to **build successful stories**.



Media





What do we **care about?**

We are not focused only on **paid** media. We take into consideration your **own** media potential and discover ways to **earn** extra release.

We care about the **key performance metrics** to achieve your objectives. Media metrics such REACH, GRP, OTS, CTR, Frequency, SOV, ATV and many more are part of our daily routine.

But we also care about personal and custom approach. We advise you to how gain maximum **ROI** and create successful stories.

Our
media service

Strategic
planning

Tactical media
planning

Media
Buying

Media
Negotiations

Research and
analyses

Buying
control

Creative media
approach

Integrated
media
implementation

Our **approach**

In the world of constant and rapid updates in communication technology, we follow **TTL** (“through the line”) approach.

Digital is affecting the boundaries between ATL and BTL, connecting both “through the line” (TTL) and creating a complex, integrated approach.

Differentiation and relevance is the driver basically in any kind of approach or environment.



Media channels & partners

We cooperate with big national media partners as well as local media.

TV



OOH



Radio



Print



Digital



Ambient





Besides Slovenia, *where else are opportunities?*



Austria

Population 8,6 mio
Internet penetration 83 %

The media landscape is characterized by two dominating groups: the public service broadcaster ORF, being the uncontested market leader in television, radio and online; and the by far largest newspaper Kronenzeitung, reaching 31 percent of the Austrian population. On the other hand, Austria is part of a much larger language area, and international developments shape the Austrian media landscape.



Germany

Population 81 mio
Internet penetration 89 %

The media landscape is characterised by a long and deeply-rooted tradition of the press, with the first newspaper having emerged about 400 years ago. German media landscape is very dynamic and diverse. Television has not lost its dominant role in the German media system, which is also reflected in advertising revenues.



Croatia

Population 4,2 mio
Internet penetration 74 %

The Croatian media market is characterised by a strong television sector, concentrated national press with failing print runs, and a growing sector of born online and legacy online news providers.

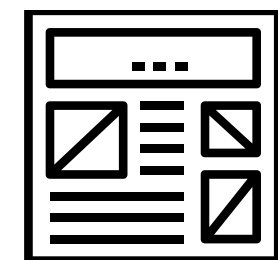


Serbia

Population 8,7 mio
Internet penetration 54 %

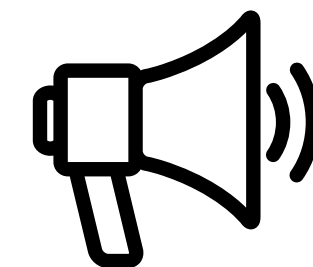
The Serbian media market is small and oversaturated with more than 1600 media outlets registered in the Serbian Business Registry Agency (SBRA). Due to a poorly regulated media system, the exact number of registered active media outlets remains unknown.

Our **solutions**



Inbound Marketing

Grow your business to the next level using the most sophisticated marketing method available – inbound marketing.



Public Relations

A fine art of generating validation and legitimacy with the aim of amplifying your business story.



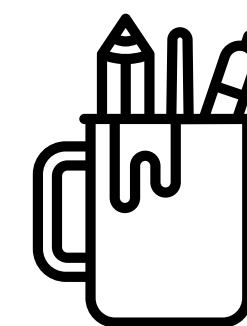
Web Development

We create and develop modern, attractive and efficient web solutions.



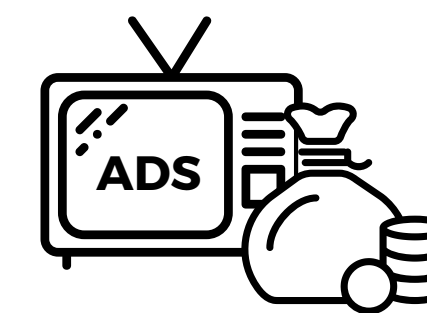
Digital Marketing

Forging durable bonds between your brand and its digital excellence through product-centered digital marketing.



Design

A fine art of generating validation and legitimacy with the aim of amplifying your business story.

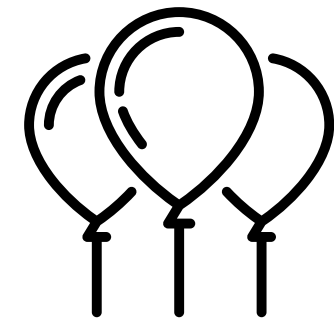


Media Buying

The old rules no longer apply. The media market is continually changing due to new technologies.

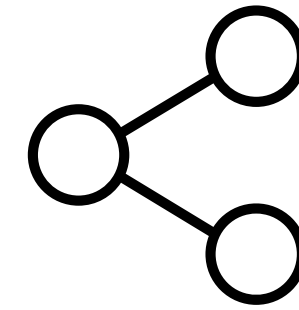


Our **solutions**



Events Management

Event management requires foresight, follow through and attention to details.



Social Media

Building social ecosystems that connect brands with customers through interaction.



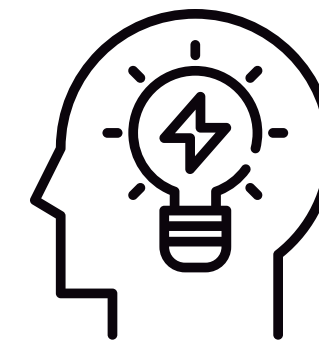
Business To Business

B2B markets move fast – build better marketing programs, accelerate their pipelines and goose the metrics that matter.



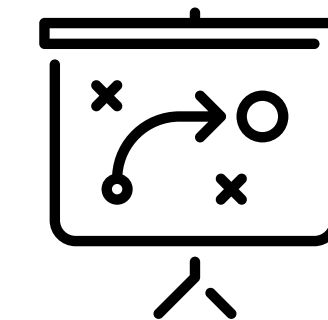
Market Entry

Live locally, think globally. Entering foreign markets with no stress.



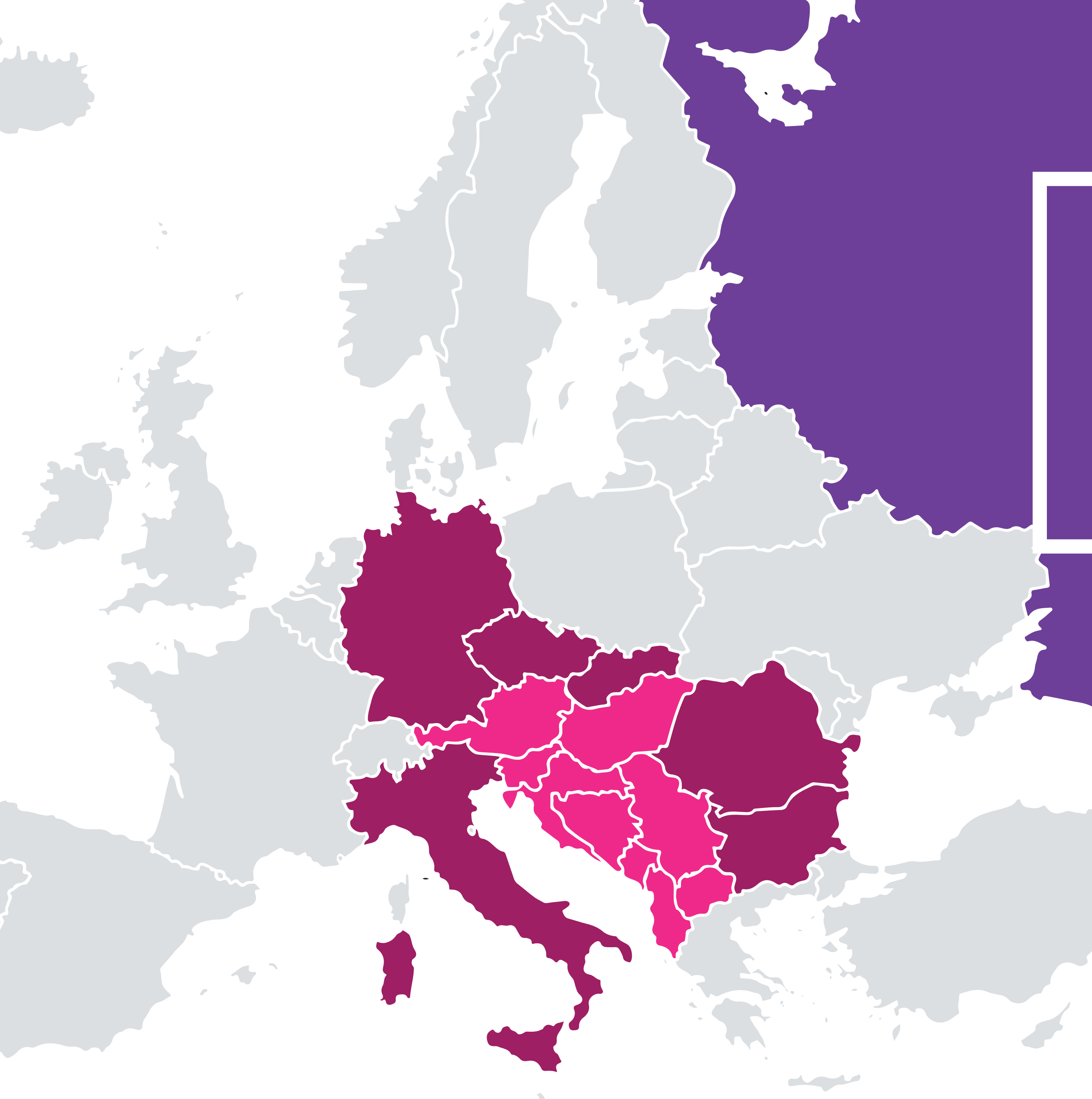
Creative

Creativity is a wild mind and a disciplined eye.






Strategies

There is a lot going on in today's market. We help you not to struggle to keep up.



Work **Ambition**

We focus on regional ROI with the global mindset and cultural knowledge. We use the knowledge that we acquired by working in over 20 countries to make the best out of every single project.

-  **Our current market**
Slovenia, Austria, Hungary, Croatia, Serbia, BiH, Montenegro, Kosovo, Albania, Macedonia
-  **We operate through partners**
Germany, Italia, Romania, Bulgaria, Slovakia, Czech republic
-  **We will conquer in future**
Russia, Benelux, Switzerland

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Your
turn