

the media planning guide for non-profit attractions

Written by: Jenny Williams,
Media Strategist at attend

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Over the last 10 years of helping non-profit attractions we've seen that our most effective media plans have followed 3 simple rules.

the 3 rules to create a disciplined media mix

#1 - The Bucket Rule

#2 - The 60-40 Rule

#3 - The 5% Rule

#1 - the bucket rule

All types of media channels - from broadcast television to influencer marketing - will be placed in one of two buckets:

Impactful or ***Opportunistic***

Opportunistic media
channels are high
quantity ad placements.

Impactful media channels
are high **quality** ad
placements.

	Opportunistic Media Channels	Impactful Media Channels
Targeting	Audience-first	Placement-first
Ad environment	Small screens okay; typically one-to-one experience	Large, audio and/or visual only; typically a shared experience
Objective	High frequency	High reach
Why we invest	Reasonable chance the target can act on a purchasing decision	Elevates the brand, creates excitement about the attraction

Media Channels by Bucket

Impactful Channels

- TV
- Radio
- Outdoor
- Influencer
- Print

Opportunistic Channels

- Paid Social
- Paid Search
- Digital Display
- Digital Video
- Direct Mail

Channels are made up of different tactics and platforms.

For example, the "TV" channel can include broadcast, cable, and/or streaming.

#2 - the 60-40 rule

Allocate 60% of our annual budget to Impactful media channels and 40% to Opportunistic channels.

Opportunistic
40%



Impactful
60%

The 60-40 mix doesn't change. Channels do.

Your attraction will have a different channel mix based on your goals, market and audience.

Use the 60-40 Rule for your annual budget.

The 60-40 Rule can be broken when planning event or goal-specific campaigns.

By allocating 60% of your total, annual budget towards Impactful channels you can ensure your Opportunistic channels can be effective when running highly targeted campaigns.

Example campaigns that break the 60-40 Rule.

Blockbuster Holiday Event Campaign

Let's say your attraction holds the area's "can't-miss" event of the year. This event is used to introduce the attraction to new audiences. Allocate 80% of the campaign's budget to Impactful media to drive excitement and demand. This means more Opportunistic channels should be used throughout the year to drive general admission tickets.

Example campaigns that break the 60-40 Rule.

Wedding and Private Event Campaign

An 80% to 100% allocation of Opportunistic channels should be used if your attraction is looking to sell private event packages. Adhering to the 60-40 Rule for your annual budget means your attraction has built excitement throughout the year to make this Opportunistic-focused campaign more effective.

#3 - the 5% rule

Only invest in a media channel if you can allocate a minimum of 5% of the total budget to the channel.

Don't spread your budget thin.

The most common mistake we see non-profit attraction marketers make is not placing enough weight into a channel.

The 5% Rule applies to channels. Not tactics.

The 5% Rule applies to channels – social, TV, outdoor, etc. The 5% Rule does not apply to tactics within channels such as social media platforms, broadcast stations, etc.

Correcting a plan that breaks the 5% Rule.

Note how this plan is spending less than 5% of its budget in a number of different channels.

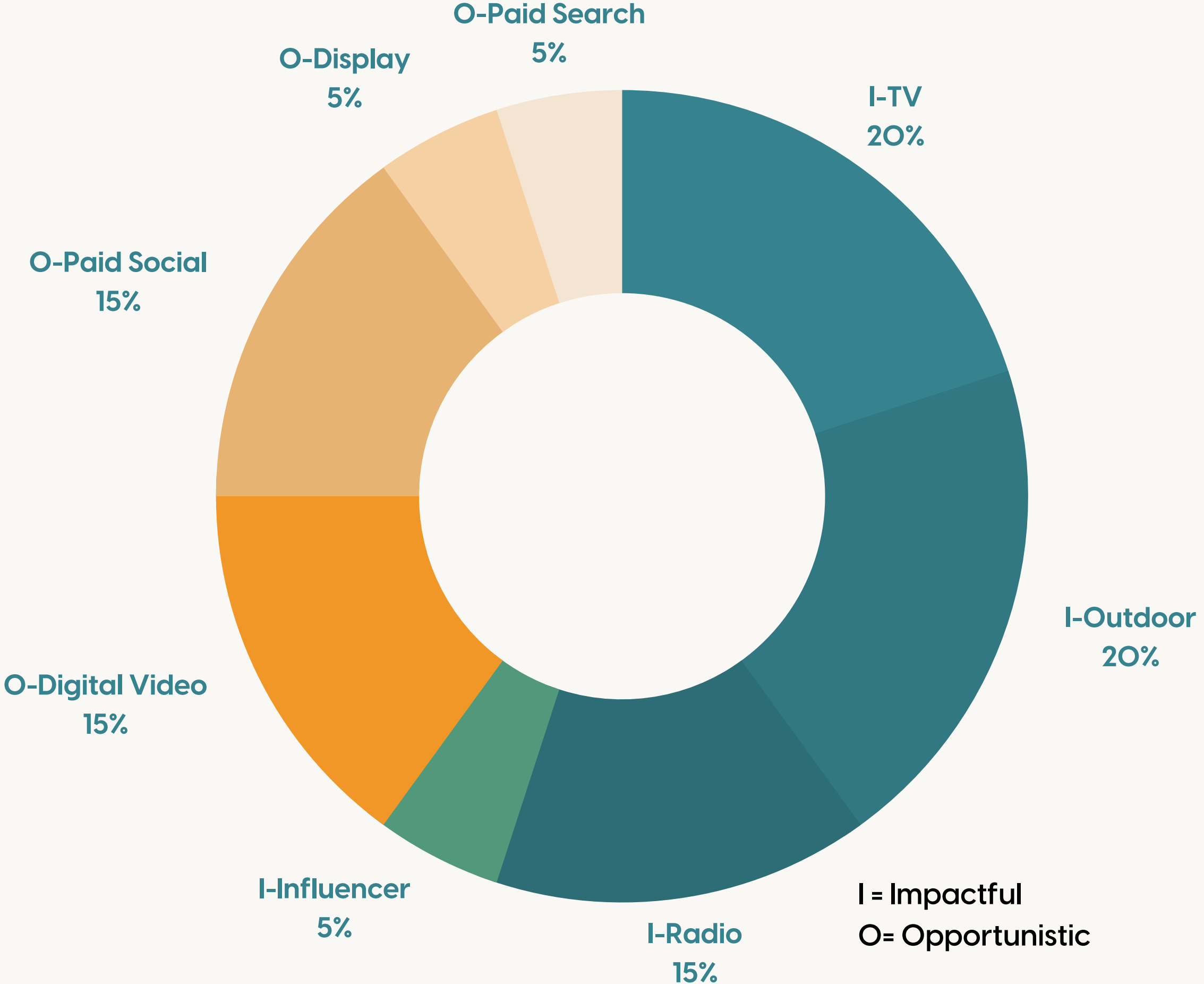
We can instantly increase the effectiveness of the media mix by consolidating the number of channels.

Channel	% of Budget
TV	45%
Radio	21%
Outdoor	8%
Influencer	4%
Print	1%
Display	15%
Digital Video	2%
Paid Social	2%
Paid Search	2%

A sample media mix that follows the 3 rules.

We've reduced to number of channels to adhere to the 5% Rule.

Note how 60% of the budget is allocated to Impactful channels and 40% is allocated for Opportunistic channels.



a word from the author

Thanks for reading our Media Planning Guide. Over the years, I've seen advertisers and agencies try to show off how sophisticated their media plans were by throwing the kitchen sink into the mix. Unfortunately, the client ends up doing more work to execute a diluted plan that can't effectively impact their target.

I'm passionate about helping non-profit attractions spend their investment effectively. Your community contributes to the marketing funds via tax dollars, admission, and donations. Spending these dollars wisely is a responsibility.

Although the media universe has become extremely complex, we don't have to overcomplicate everything.

I hope these rules can help bring discipline to how you craft your media plan.

Jenny



Jenny Williams, Media Strategist at attend

Is your media plan driving enough visitation?

Let's have a conversation how a more disciplined approach to media planning can impact your visitation.

Schedule a free 30-Minute Consultation

[Book Now with Calendly](#)

Or, email Jenny@attend.media

about attend

attend is a media planning and buying agency that serves gardens, museums, aquariums and zoos.

Our website is: attend.media

Contact:

Jenny Williams

jenny@attend.media

