

FROM MEDIA PLANNERTO MEDIA EXPERT: THE DIGITAL EFFECT IN ADVERTISING

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INTRODUCTION

The Internet
ranks second in advertising investment, surpassing that of television.



Online audiences,
especially young people, are influenced in their purchasing decisions on social networks.



Big data,
helps producers and creators to better understand audiences and to optimize their content and marketing.



OBJECTIVE

To know if digital media have substantially modified both the activity of advertising media planning and, therefore, the competences linked to the related professional profile.

METHODOLOGY

Questionnaire
(Sample 113-331 media planners)

Interviews with five experts



RESULTS

Figure 2. Generic skills (n=140)



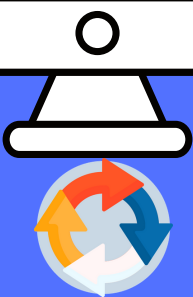
Almost all respondents said that their work had changed since the digital deployment.

"There is more and more specialization but everything is integrated within the same team" (Díaz).

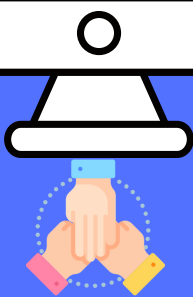
Respondents highlighted the need for better management of digital media planning programmes.

CONCLUSIONS

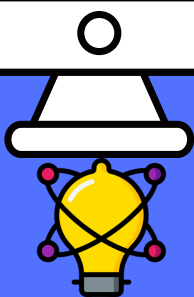
The Internet and technological progress mean substantial changes in the media planner's work processes.



The emergence of new intermediaries in the digital activity requires greater reconciliation in the planning and purchasing processes.



The capacity for analysis and comprehensive view, plus that of creation and innovation, are priority skills in current planning.



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