



## How this tool can help you

We know that the purchase decision journey is a complex one, as consumers have more and more ways of finding out about and choosing brands and products.

We have created a tool to help media planners navigate this complexity when planning media campaigns. With it you will be able to determine:

- which channels are best at influencing different types of purchase – everyday vs less regular and longer term
- which channels have the greatest influence at the beginning, middle and end of the consumers journey to buying a brand/product
- how different media channels help consumers decide which brand/product to buy

It is based on primary research among 2,000 adults 18-65 who are newsbrand readers (90% of the total audience)

This leaflet provides guidelines on accessing the tool, the ways in which to use it and the key definitions for the inputs to the tool.

## Finding the tool

The tool can be accessed at [newsworks.org.uk/planningtool](http://newsworks.org.uk/planningtool)



## Using the tool

First select which type of journey your brand best fits (see “Journey type”)



There are then three different ways to use the tool, depending on how you want to plan, and the objectives of your particular campaign:

**1. Stage in journey**  
(e.g. being, starting, buying etc)

**2. Roles of media**  
(e.g. inform, isolate, shortcut )

**3. Channel**  
(e.g. newspapers, radio, TV etc)

You can also filter by age and social class breaks.

The key output is a list of the top performing channels/channel combinations:

- for the stage of the journey selected
  - for the role selected
  - for the overall journey

The results can be downloaded into Excel for further analysis and use. If you want to look at combinations of stages and/or roles, you simply repeat the process and combine the results in Excel.



## Journey type



### Short normal

Everyday purchase such as grocery retail – where people already buy the product or visit the shop, and the goal is to maintain current penetration levels and encourage greater frequency



### Short new

Everyday purchase such as grocery retail – where the goal is to disrupt people’s current purchase patterns and get them to buy either a new brand or to visit a new shop



### Medium

A less regular purchase, where the purchase cycle is likely to be every one-two years, rather than weekly or daily – e.g. mobile phone handset



### Long

A longer term purchase, where the purchase cycle is measured in years, (likely to be five+ ) e.g. car



## Stage in journey

Once the purchase journey has actually begun, there are a number of stages that people go through before purchasing a product. People don’t necessarily proceed through the stages in a linear fashion, and they might bypass some, but these provide a helpful guide as to people’s needs from start to finish. Different channels are important at each stage of the journey.

### Being

Everyday life, before they even began thinking about buying the brand

### Build up

The very start, beginning to think about buying a brand/product and how to do it

### Expand

Getting a sense of the different options and seeing what’s out there

### Filter

Choosing the exact brand/product they want

### Test

Trying out the brand/product in person to make the final decision

### Buy

Finding and buying the brand/product they have chosen

### Experience

Experiencing the brand/product after purchase



## Roles of media

Media channels play a number of different roles before, during and after consumer decision journeys. Before the journey begins, there is an ongoing framing, a shaping of perceptions of brands in people’s minds

The tool focuses on the roles during and after the journey which help people to make decisions about what product to buy. These roles will vary in importance along the journey.

### Shortcut

Helping make an instant decision

### Aware

What’s out there and what’s important

### Tease

Gentle but persistent reminders

### Inform

A ‘real-world’ perspective

### Isolate

A moment of clarity

### Challenge

Stress testing brand assumptions

### Confirm

Corroborating brand assumptions

### Enjoy

Reviewing satisfactions

### Share

Comment and advocacy



## Channels

A lot of different channels and touchpoints help people to move through the stages of the decision journey, giving advice, guidance and nudging them to purchase.

These channels, both individually and in combination with each other, play important roles in helping people choose what to buy.

The tool covers paid, owned and earned channels.

## More information

For more information, or to arrange a demo of the tool please contact Denise Turner at Newsworks on 020 7839 8935 or [denise.turner@newsworks.org.uk](mailto:denise.turner@newsworks.org.uk)

[newsworks.org.uk/planningtool](http://newsworks.org.uk/planningtool)

