

# Outdoor Advertising Media Plan Outline

## 1. Executive Summary

Brief overview of the media plan objectives, strategies, and expected outcomes.

## 2. Situation Analysis

- Market Overview
- Target Audience Profile
- Competitor Analysis
- SWOT Analysis

## 3. Marketing & Advertising Objectives

- Define clear, measurable objectives
- Examples: Awareness, reach, engagement, conversions

## 4. Target Audience

- Demographics
- Geographic Targeting
- Behavioral & Psychographic Insights

## 5. Media Strategy

- Recommended Outdoor Media Types
  - Billboards
  - Transit Advertising
  - Street Furniture
  - Other formats (Wallscapes, Digital, etc.)
- Geographic Allocation
- Timing & Scheduling
- Creative Considerations

## 6. Media Plan Details

1. Media Vehicles & Locations
2. Budget Allocation
3. Flight Dates
4. Estimated Reach & Frequency
5. Creative Specifications

## 7. Measurement & Evaluation

- Key Performance Indicators (KPIs)
- Tracking & Reporting Methods
- Optimization Plan

## 8. Budget Summary

Breakdown of total spend, by media type, production, and other costs.

## 9. Timeline

Milestones and schedule for planning, placement, execution, and evaluation.

## 10. Appendix

- Maps & Location Details

- Vendor Information
- Sample Creative Mockups