

# MEDIA STRATEGY CANVAS

## OBJECTIVES

Business Objectives:  
Marketing Objectives:  
Comms Objectives: See - Think/Feel - Do  
Media Objectives:

## TARGET AUDIENCE INSIGHTS

Demographics: Age, gender, location, etc.  
Interests: Hobbies, preferences, etc.  
Media Consumption Habits:

## STRATEGIC PLATFORM

What is the strategic framework for next year's media approach?

## MARKET & COMPETITION

Who are your competitors?  
What other solutions could your target group use to do their job (JTBD)?

## TARGET AUDIENCE

Which segments best represent your potential best customers?  
Purchase-based segmentation:  
Need-based-segmentation:  
Interest-based-segmentation:

## MEDIA MIX

The suggested media mix for 2024:

## MEASUREMENT

KPIs:  
Metrics:

## MEDIA TRENDS & BEST PRACTISES

Which media trends and best practices are important to consider for our approach?