

MDI ALERT

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TARGETING ADULTS 18-34

Because they misunderstand the numbers, many in media assume that 18-34s just about never watch broadcast TV or cable shows, only to discover upon examination that an average adult aged 18-34 actually devotes more time per week to linear TV than to streaming content.

Let's explore how a media planner evaluates the media options that are available and how they can best be utilized to target 18-34s. For starters, most brands sell their products to many age groups to varying degrees, not just the 18-34s, so the question is what media mix generates the most ad exposures and reach across all of a brand's potential users, weighting the various age segments in terms of their relative buying interest or power? Since our focus is on young adult consumers, we shall assume that in the light of the advertiser's preferred media (TV), the media planner has come up with a plan that satisfies this overall efficiency goal but underdelivers among 18-34s.

Taking a closer look at the 18-34s and the media that reach them, the planner realizes that it's not so much a matter of reach but of frequency. A surprisingly large percentage of young adults watch one or more linear TV shows over the course of a week or month and the same is true of other media (magazines, radio, digital media). The real differences are seen when looking at time spent and CPM comparisons. The accompanying table explores some interesting cross media CPM comparisons for 18-34s. It shows how twelve media options stack up in terms of the cost for "reaching" a thousand 18-34s based on the standard audience surveys used by each medium and how these compare when we make an ad attentiveness adjustment, to level the playing field and consider only those members of the "audience" who come into eyes-on (or ears-on for radio) contact with the ad message for at least two seconds.

As shown, the clear cut winner is outdoor posters—as it always is—which lead the pack with a \$10 CPM based on pass-bys. If we adjust this down assuming that only 60% of the "audience" looks at an average poster, the result is the same. Now, OOH posters top all other media with a \$17 CPM. Traditional media such as AM/FM radio and magazines also reach 18-34s at a considerably lower CPM than TV and/or video buys. There are also a few surprises, like the performance of podcasts and movie theater advertising. As for streaming, taking the 10-12 largest sellers (who control 85% of the viewing), cable and streaming are at about the same level, whereas broadcast TV, in this case the networks' primetime fare, barely makes this ranking.

There are, of course, many variations in CPM pricing and audience scale as well as quality within each medium. A "long tail" cable channel with an average minute audience of 25,000 and a weekly reach of 1% of all TV homes will probably charge only a fraction of the cable norm for

CPMs. This is also likely for a "long tail" FAST channel, a desperate magazine publisher or a start-up podcast. But in general, the differences we have noted are one way to differentiate the media in terms of cost efficiency.

The media planner must also deal with real world considerations in formulating any adjustment to the brand's overall plan to address its weakness among 18-34s. If the brand is adamant that the only way it can effectively tell its message is via TV, then all other media options are tossed and the focus shifts to variations within the numerous TV options that might produce a better GRP fit for 18-34s without acutely disrupting the plan's performance among the other age groupings. Or, in rare cases, the brand might accept the idea that the older age segments are more loyal buyers and that it might pay to redirect some reach and GRP weight towards the younger end of the age spectrum, providing the program content in the newly recommended venues is of acceptable quality. And if the media planner is lucky, the brand manager may give some slack and entertain a podcast or "cinema" buy, in which case a new element is added, and its impact might be determined for future reference. One thing is clear: few clients are ever shown a CPM comparison such as the one in this report. While comparative CPMs are only the starting point for serious media planning, most brand managers have no idea how what they see as the "recommended" plan and its main media components compares to the media that were not recommended. If they did see such comparisons they might begin to ask questions, and even think about alternatives, which would be a good thing in our opinion.

RAW AND ADJUSTED CPMs FOR REACHING 18-34s USING 12 MEDIA TYPES

	Raw CPM	Ad Atten. Factor	Ad Atten. CPM
1. OOH Posters	\$10	60%	\$17
2. AM/FM Radio	40	35	114
3. Digital OOH	43	30	129
4. Podcasts	47	55	85
5. Magazines (P4C)	55	50	110
6. Digital Video	80	30	267
7. Cable Early Eve./Late Night	110	40	275
8. Streaming	120	45	267
9. Movie Theater Advertising	120	85	141
10. Cable Prime	174	40	435
11. Syndication Fringe	230	45	511
12. Broadcast Net. Prime	415	40	1038

Note: all radio, TV and video CPMs are for 30-second units.

Source: Media Dynamics, Inc.