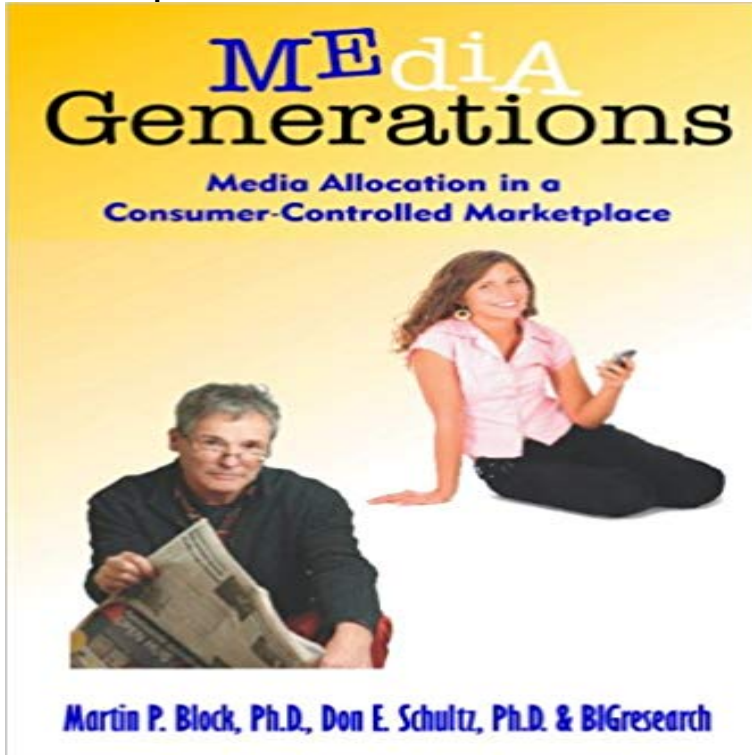


# Media Generations: Media Allocation in a Consumer-Controlled Marketplace



Special RAMA Edition It is self-evident that media planning and buying cannot continue to use the methods, systems and technologies that were developed in the 1970s and 1980s. While they are comfortable and are the current currency in media allocation they are as obsolete as carbon paper. Most media planners and buyers are acting as agents for their clients. Thus, they have a fiduciary obligation to allocate the finite corporate resources in the most effective and efficient manner possible. For the client/advertiser that charge now includes an objective to become more consumer-centric and increase marketing ROI. The new SIMM consumer allocation method does just that by making the consumer and their consumption value, and media influences to purchase key elements in the new model. Media Generations also demonstrates the utility to media planning of considering how media consumption and influence change among age cohorts with different media experiences.

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