

Media Planning - From Recency To Engagement
By Erwin Ephron

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by Ephron, Erwin Media Planning - From Recency to Engagement
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A few years ago at a conference, I had the privilege of meeting media-planning expert Erwin Ephron. Recency theory, simply stated,

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Erwin, I beg to differ The theory of recency media planning has gained much prominence over the last few years throughout the advertising world.

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Tips from Capitol Media Solutions Media looks at the influential marketer Erwin Ephron, Capitol Media Solutions. "Media Planning From Recency to

Erwin Ephron (Foreword by of Advertising Media -

Erwin Ephron is the author of Media Planning From Recency To Engagement (4.00 avg rating, 2 ratings, 1 review) and Advertising Media Planning (3.54 avg

Erwin Ephron, father of 'recency,' dies at 79 | -

Oct 13, 2013 Erwin Ephron, one of the most influential consultants in media planning, died Sunday at age 79 after a long illness. He leaves behind a legacy that

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John Philip Jones popularized the concept of Short-Term Advertising Strength (STAS) with single source studies. According to this theory and especially important for

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Media planning relies on two main approaches for shaping Erwin Ephron Partner, The Solving the shopper path to purchase equation from a media point of

Advertising Planning Protocol (aka The APP) | -

Jones and Erwin Ephron has there been a major advance in media planning. Now it is here in the form of The Advertising Planning advance in media planning.

Erwin Ephron -

Erwin Ephron developed the theory of recency planning, Complementing Ephron s theory is Jack Myers emotional the boundary between both media is no longer

Media Planning From Recency To Engagement by -

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The concept simplified media planning and changed the way major John Phillip Jones and super-star media thinker/communicator Erwin Ephron with Recency

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It Depends on Your Maturity The book is called Media Planning - From Recency to Engagement, and it is written by Erwin Ephron.

Amazon.com: Media Planning - From Recency to -

Erwin Ephron, Partner Ephron, Papazian & Ephron, Inc. Erwin Ephron is an influential consultant to some of America's leading marketers. He is widely acknowledged in

Erwin Ephron, saluting a media pioneer - Media -

Oct 15, 2013 Erwin Ephron, saluting a media book called Media Planning From Recency to Engagement at PQ Media. I had met Erwin a few times

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Oct 14, 2013 acknowledged as a force in the development of modern media planning, Planner Erwin Ephron, 79, Dies Champion of 'recency' rather than

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There are at least five media planning ideas worth studying. ERWIN EPHRON. WWW.EPHRONONMEDIA But recency is not simply reach planning.

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Erwin Ephron was the best and I was lucky to take a Master Class from him years ago.

Coverage, frequency and recency > Planning and -

This summary from the Advertising Research Foundation offers an overview of Erwin Ephron's point of recency planning' is in media planning on the

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having on the most fundamental theories of media-planning recency planning argued that the new model for media planning was Erwin Ephron, and that was my

recency theory - Across Platforms -

is called recency planning or recency theory (Erwin Ephron is the to validate the media planner s recency no deeper engagement for

Erwin Ephron Media Giant - TriAd Marketing & -

I d like to take a few moments to honor the passing of a media giant. His name was Erwin Ephron reach & frequency realities and recency planning Erwin, for

Erwin Ephron: Impact of a Media Heavyweight - -

Erwin Ephron: Impact of a Media Heavyweight. He was the father of Recency Planning, Erwin rejected engagement as a media principle,

What is recency? | Ariel Arrieta [D-MKTG] -

(from 1995) written by ERWIN EPHRON, Media planning deals with the allocation of a budget. Recency planning ignores purchase interval,

Message Delivery Strategy: Recency vs.Frequency -

Recency vs.Frequency The thinking here follows author Erwin Ephron s 1 Ephron,E.Media Planning:Recency Planning.Admap, February 1997.

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