

When a client hires our media planning services, they know that we will not be providing a mere hoarding list with costs.

At PPB, a media plan is at its zenith. At the bottom of that lies a complete understanding of advertising and media objectives, thereby setting the outdoor objective.

It is knowledge of who and how we will deliver the message, and a clear idea of which geographies, locations, and media vehicles would help achieve the desired results. It doesn't end there. Our job as media specialists is to ensure that our client's media budget is not wasted. We achieve that by evaluating the media plan before it gets executed and also after it is up and completed.