

Influence of New Media on Media Planning and Buying among Advertising Practitioners in Lagos State, Nigeria

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Abstract

The major objective of this study was to ascertain the influence of the new media on media planning and media buying among advertising practitioners in Lagos State, Nigeria, particularly media independent practitioners. The research design used was survey. Out of the 384 copies of questionnaire administered, 366 representing 95.3% were returned. The sampling techniques were purposive and simple random. One of the key finding of the study was that some digital tools such as Mediatool, Google Analytics for the Web and Google Analytics for mobile were now driving media planning and media buying. The researcher recommended, among others that industry stakeholders and relevant government agencies such as the Advertisers Association of Nigeria (ADVAN), Association of Advertising Agencies of Nigeria (AAAN), Advertising Practitioners Council of Nigeria (APCON), Media Independent Practitioners Association of Nigeria (MIPAN), and Nigerian Communications Commission (NCC) among others, should brainstorm on how digital technologies can be leveraged to drive scientific and precision media planning and media buying.

Keywords: Web 2.0, Google, Advertising practitioners, New Media, Media Planning, Media Buying, AAAN, MIPAN, APCON, NCC.