

INFLUENCE OF NEW MEDIA ON MEDIA BUYING AMONG SELECTED LAGOS-BASED ADVERTISING PRACTITIONERS

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Abstract

This paper describes the study designed to examine how new media impacts on advertising media planning and buying, particularly from the perspectives of media buyers in Lagos-based advertising agencies. The study, qualitative in design, utilized an interview guide to obtain data from ten (10) purposively selected respondents among registered members of Media Independent Practitioners Association of Nigeria (MIPAN) and registered members of Advertising Practitioners Council of Nigeria (APCON), all based in Lagos. Findings show that, despite awareness of the existence of new media technologies relevant to media planning, majority of respondents' exposure to such media platforms is still nascent. Findings also indicate that while majority of the respondents use new media as an effective way of reaching target audience, virtually all respondents consider new media as the future of the media planning and buying industry, despite some of the criticisms targeted at such media. Consequently, the study recommends more focus on new media research and the available opportunities offered by such media to complement, rather than the sole deployment of the traditional media planning methods by advertising practitioners during advertising campaigns.

Introduction

New media is a broad term in media studies that emerged in the later part of the 20th century. New media holds out a possibility of on-demand access to content anytime, anywhere, on any digital device as well as interactive user feedback, creative participation and community formation around the media content. Another important promise of new media is the democratization of the creation, publishing, distribution and consumption of media content (Crosbie, 2002).

Most technology described as "new media" are digital often having characteristics of being manipulated, networkable, dense, compressible and interactive. Some examples may be the internet, websites, computer multimedia, computer games, Cd-Roms and DVDS. New media do not include Tv programmes, feature films, magazines, books or paper based publications-unless they unchain technologies that enable digital interactivity (Manovich 2001). Interactive media buying or new media buying involves the planning, negotiation, purchase and tracking of digital video, audio, image

and text-based advertisements delivered to a variety of devices over a variety of networks. These include, but are not limited to, advertisements displayed on websites and search engines, video adverts, streamed to set-top boxes and advertisement delivered via syncing or wirelessly to next generation cell phones (Crosbie 2002).

Online marketing seems to have completely revolutionized advertising techniques, although it has limitations on usage, privacy issues and security. The different traditional and non-traditional advertising media such as newspapers, TV, newsletters, direct mail, telephone and internet (new media) may have to be compared more thoroughly and extensively to understand whether in the future online advertising would replace traditional advertising completely. Apart from ease and convenience of internet advertising, one major advantage of the new media is customization or personalization of products and services to suit the needs and tastes of individual customers (Holmes, 2005; Flew, 2002).

In today's highly competitive advertising environment, new media advertising act as a cost effective medium with a wider reach targeting a huge online audience. New media makes it possible to communicate with the audience using the benefits of technology on an interactive platform. Unlike traditional media, it is possible to track the audience usage and traffic by using new media as a marketing medium. Due to its unique features and benefits, it has become popular among users and advertisers alike (Holmes 2005).

Media costs and performance delivery are constantly under the microscope globally. Proof is required that the media buying activities and media types selected by media buyers are actually working and making a return for the investment. The new media industry shows an open association with many market segments in areas such as software/video game design, television, radio and particularly movies, advertising and marketing, through which industries seek to gain from the advantages of a two-way communications\dialogue with consumers primarily through the internet (Crosbie, 2002). The advertising industry has capitalized on the proliferation of new media with large agencies investing heavily on interactive advertising subsidiaries. Interactive websites and kiosks have become popular. In a number of cases advertising agencies and media independents outfits have also set up new divisions to study new media (Stuart, 2010). Hence, this study seeks to examine the extent to which Lagos-based advertising practitioners adopt the new media in media planning and buying.

Research Questions

1. To what extent are media buyers in Lagos-based advertising agencies exposed to new media technologies in their media buying and placement functions?
2. What are the attitudes media buyers in Lagos-based advertising agencies towards new media technologies?
3. In what ways do media buyers in Lagos-based advertising agencies use new media technologies for media planning and media buying?
4. To what extent are media buyers in Lagos-based advertising agencies influenced in their media selections for advertising campaigns by new media technologies?

Rationale for the Study

This study is premised on the following assumptions;

- Advertising agencies, media independent outfits, as well as individual media buyers, select and use new media as part of the media types used for exposing advertising messages to target audience.
- The rise of new media has increased communication between people all over the world, and the internet has allowed people to express themselves through blogs,

websites, pictures and other user-generated media and as such creating a platform where advertisers can readily reach their target audience.

- The availability and use of new media has given media buyers more options to choose from in media type selection and consequently influence the entire media buying process.

Literature Review

New Media Advertising

New media advertising employs new technology to reach customers specifically on the internet. While print radio and television advertisement still exist, traditional advertising influence has decreased forcing the marketing industry to consider new media awareness. Consumers are increasingly on the internet to communicate and possibly purchase products. A computer screen may be the most efficient way to reach these technologically savvy consumers. (Venueva, 2006). New media advertising is usually interactive and internet-driven. It consists of website blog (Weblogs), logs (video logs) visual and audio newscast RSS news feed (Really Simple Syndication), web updates and social networking. These choices are available to anyone with an internet connection and are a way to gain global audience (Venueva, 2006).

Social media, a huge component of new media, consists of channels set up to form on-line committees. Users can communicate and spread information widely and instantly known as viral marketing. Strategically placed advertisements on these sites get people talking and marketing evidence suggest that advertising is no longer the main influence on a consumer purchase. Potential customers visit other buyers' blogs or forum discussion; they read buyers' comments and write their own user ratings. These people-driven interactive platforms are giving customers the power of voice and choice (Banes, 2005).

Online Media Advertising helps in targeting a selected audience for conveying specific information. Millions of users log on to the internet daily, which gives greater visibility to the online advertiser. Internet advertising is also useful to track information about the number of users who visits a website daily. Marketing and advertising on the internet also help in lowering the cost incurred through traditional form of advertising. Internet advertising enables an advertiser to conduct transaction using an interactive medium targeting a particular audience based on their age gender, background demography, interest as well as specific needs (Banes, 2005).

According to Moscovitz Roberts (2006), internet advertising is done through advertising banner which is an interactive medium to communicate with the user. Advertising banner has been in use for on line advertising since 1990 and has become a popular marketing tool. Many advertisers use banner advertisement to give publicity to their product and service, while marketing and advertising companies use banner to seek further information on their offerings. This gives greater visibility to the advertiser with more audience reach and helps in branding.

Advertising Media Buying

According to Terry (2002), media buying is a sub function of advertising management. Media buying is the procurement of the best possible placement and price of a piece of media vehicle within any given media type. The main task of media buying lies within the negotiation of price and placement to ensure the best possible value that can be secured. Media planners and media specialists have a vast array of media outlets at their disposal, both traditional and new media. Traditional media would include radio, TV, magazines, newspapers and out of home. New media might include satellite TV, radio, and internet. The internet offers a number of online media that has surfaced with the improvement of digital technology and the accessibility of the internet.

Online media can include e-mails, search engines and referral links, web portals, banners, interactive games and video clips. Media planners and specialists are opportune to pick and choose what and/or which combination of media is most appropriate and effective to achieve their goal, whether it is to make a sale and/or to deliver a message or idea. Inserting advertisements as print ads in newspapers and magazines, buying impressions for advertisement on the internet, and airing commercials on the radio or television, can be utilized by direct response advertisers as well as product advertisers (Howard, 2005)

Internet Media Buying

According to Holmes (2005), internet media buying is the process of planning, negotiating, purchasing and tracking advert placement on multiple websites, including search engines and web portals. Internet media buying has become an essential marketing service alongside television and radio media buying. Every year, more and more advertising budgets is shifted to the internet as companies seek better ways to target consumers and achieve a measurable return on investment (ROI). To most traditional marketers, the internet is a complex advertising medium with numerous channels, vast amount of content and advertising options, and an array of technologies to plan, deliver, track and analyze online campaigns (Holmes, 2005).

Empirical Review

Marilyn S. Roberts and Hanjun ko of the university of Florida conducted a study on global interactive advertising and its impact on media buying in 2007. The study defines global interactive advertising as cross-cultural marketing communications that are deliberately planned and executed to actively engage persons in advertising processing through interactivity as a part of overall localized, regionalized, or worldwide strategic communication efforts through the new media (Stuart, 2010). According to the study, internet usage continues to climb at astounding rates on a worldwide basis. As the daily estimates of the number of new world wide websites rise, no one can truly calculate the countless choices available for advertising placement on the internet and other new technologies and non-PC access such as wireless devices and interactive digital television (Stuart, 2010)

The authors clearly emphasized that, in spite of its relatively short history, the internet is already established as one of the most important communication channels for global commerce. Moreover, its role as an interactive advertising medium has offered a variety of opportunities and challenges to most media planners and media buyers. Considering such a significant implication brought by this new medium, the authors considered it important to examine the impact of global interactive advertising on media buying and what kind of opportunities and challenges can be expected from this new form of advertising. Data for the study were gathered using a 30-item questionnaire developed and pretested on a small sample of academic professionals and graduate students to ensure clarity. The questionnaire also features an open-ended question that asks respondents to list all reasons in details on why media planners and buyers choose new media.

Findings of the study revealed that, despite the relevance of the traditional advertising media, new media is currently biting a chunk of the entire media budget. Likewise, the selection of new media for exposing advertising messages depends on several factors, such as prior computer experience, time spent online and physical limitations that may not be under the direct control of marketers and social networking sites owners, as well as advertisers designing sites that are easier to navigate which makes it easy for them to influence confidence levels of target consumers. Findings also revealed that web sites that increase visitors' perceived sense of control, interactivity and virtual brand experiences, are also more likely to elicit favorable selection from media buyers, which can translate to behavioral intentions and the actual adoption of those services advertised on those sites (Stuart, 2010).

Also, as noted by Stuart (2010), Lenhart and madden in 2009 also conducted a study on internet advertising, the need for a new media planning and buying approach. According to Lenhart and madden, with respect to the numerous unique features that distinguish the internet from other

traditional media, interactivity should be considered as one of the main reasons that make the new media a substantial advertising vehicle. In other words, the interactivity of the internet provides advertisers opportunities to identify customers, differentiate them, and customize purchasing and post purchase service. Furthermore, interactivity allows customers greater access to companies through customer discussion groups, e-mail, direct ordering, and links to more information.

Considering the various benefits of internet advertising discussed in the study, the authors sought to identify the dimensions, benefits, and implications of the internet to media planning and buying. According to the study, the interactive nature of the internet is the major reason why media planners and media buyers consider it as a reasonable medium for exposing advertising messages. Accordingly, the study suggested six elements of interactivity in the functions of the internet that makes it appealing to media planners and media buyers. These include alternative choices, efforts of users, availability of responsiveness, capacity of monitoring, convenience of adding information and interpersonal communications. Data for the study were gathered using in-depth interview. Interviews were selected using purposive sampling method. Respondents were drawn from media independents. Findings from the study revealed that internet advertising has revolutionized the media selection and placement process. The internet has given the advertisers more room to showcase their products simultaneously globally through a wireless connection and as well increase the media budget (Stuart, 2010).

In relation to this study, the foregoing research findings has established that new media technology which is powered by the internet has been successful to a reasonable extent in helping advertisers reach target audience at the right place and time thereby revolutionizing the advertising industry especially in the western world. However, this cannot be said about Nigeria. Hence, this study constitutes an attempt to fill the gap in knowledge by examining Lagos-based advertising agency practitioners and their perceptions of new media technologies.

Theoretical Framework

There are many theories that underpin this study. These include:

Uses and Gratification Theory: According to Katz, Blumler and Gurevitch (1974), uses and gratification theory is a popular approach to understanding mass communication. The theory places more focus on the consumer, or the audience, instead of the actual message itself by asking “what people do with media” rather than “what media does to people?”. The theory assumes that members of the audience are not passive but take an active role in interpreting and integrating media into their own lives. The theory also holds that the audience is responsible for choosing media to meet their needs. The approach suggests that people use the media to fulfill specific gratifications. This theory would then imply that the media compete against other information sources for viewers’ gratification. The uses and gratifications theory follows a basic model. It is an audience-centered approach. When an audience actively seeks out media, they are typically seeking it in order to gratify a need. Relating to this study, new media is defined as an interactive form of communication that use the internet, including podcasts, social networks, texts messaging, blogs, wikis, virtual world and more. Just as the uses and gratification theory states that the members of the audience are not passive, but takes an active role in interpreting and integrating media into their own lives, new media makes it possible for anyone to create, modify and share content with others, using relatively simple tools that are often free or inexpensive.

The postulations of the uses and gratification theory imply that a media user seeks out a media source that best fulfils the needs of the user. Virtually every form of new media is interactive in nature suggesting that the active media audience, uses and gratification perspective, selects and uses new media for gratifications usually for communication, information and entertainment, which makes them goal-oriented in their media use. Likewise, new media users seeks out their media source, which are usually through various internet-enabled devices. Since new media are interactive in nature, advertisers and media buyers as well as the new media users would, at a certain point, be the source of a message and at other times be an audience (receiver) to a message, emphasizing why the uses

and gratification theory places more focus on the consumers or audience rather than the message itself.

Technological Determinism Theory: According to the technological Determinism theory propounded by Marshall McLuhan, media technology shapes how we, as individuals in a society, think, feel, act and how, in our society, we move from one technological age to another. Technological determinism is a reductionist theory that presumes that a society's technology drives the development of its social structure and cultural values (McLuhan, 1964). Most interpretations of technological determinism share two general ideas. That the development of technology itself follows a predictable, traceable path largely beyond cultural or political influence and that technology in turn has "effects" on societies that are inherent, rather than socially conditioned or produced because that society organizes itself to support and further develop a technology once it has been introduced (Inglis, 1990). The technological determinism theory assumes that there is a simple cause and effect analysis between the introduction of new technology and the changes in society's way of thinking, feelings, acting or believing. It predicts that with every new system of media technology are the changes in society's way of thinking, feelings acting or believing. It predicts that with every new system of media technology, society would change and adapt to that technology (Innis, 1951; McLuhan, 1964 & Inglis, 1990).

With relevance to this study, the technological determinism theory postulates that there is a simple cause and effect analysis between the introduction of new technology such as new media, and changes in society's way of thinking, acting or believing such as new media buying, the society would change and adapt to such new technology, which is the eventual adoption of new media by several advertisers and new media planners and buyers. Since the society has no choice than to follow trends in media technology, likewise media buyers and advertisers have to consider the use of new media in reaching target audience.

Media Dependency Theory: The media dependency theory states that the more dependent an individual is on the media to fulfill needs, the more significant the media becomes to that person. Defleur and Ball-Rokeach (1989) illustrates dependency as the relationship between media content, the nature of society, and the behavior of audiences. Littlejohn (2002) also explains that people will become more dependent on media that meet a number of their needs than on media that touch only a few needs. Dependency on a certain medium is influenced by the number of sources open to an individual. Individuals are usually more dependent on available media if their access to media alternatives is limited. The more alternative there are for an individual, the less is the dependency on, and influence of a specific medium.

Relating the theory to this study, most of the audience of new media depends on the internet to fulfill their entertainment, information and communication needs usually through social networking sites, and gradually become dependent on the new media technology. The media dependency theory states that people would be more dependent on a medium that fulfils several of their needs than on media that fulfil only a few needs. New media provides users with a platform where several of their needs can be satisfied and as such making them dependent on new media. Advertisers also recognize the fact that new media enables them fulfill several media needs such as advertising, product display, product demonstration, interactivity and a host of others, so they depend on new media to help them channel their messages to their target audience at the right place at the right time at a cost the advertising can afford, as well as depend on media buyers to enable them achieve this.

Method of Study

Since the study is descriptive, the in-depth research method was adopted to gather qualitative data. According to Tejumaiye (2003), the face-to-face interview is a highly reliable technique that guarantees prompt and much return rate and completeness of answers. It is possible for the researcher

to persuade the respondents to answer some difficult or questions regarded as sensitive. The population of this study includes registered members of Media Independent Practitioners Association of Nigeria (MIPAN), and registered members of Advertising Practitioners Council of Nigeria (APCON). The sample size of the study consists of eight registered members of MIPAN as well as two registered members of (APCON) totaling ten number. The sampling method was purposive based on respondents' availability and relevance in terms of data generation for the study. An interview guide containing open ended data gathering questions, informed by the study's research questions, was used to gather relevant data from respondents. Data were collected from respondents using a digital voice recorder.

Data Analysis

A total of ten respondents were interviewed in all. While two of the respondents were from full service advertising agencies, the other eight were from media independents outfits. All the media independent outfits and full service agencies where the respondents were drawn are all within Lagos State. Six of the respondents are male, while the other four are females.

Answer to Research Questions

Research Question 1: To what extent are media buyers in Lagos-based advertising agencies exposed to new media technologies in their media buying and placement functions?

Respondents were asked about their opinions on the afore-mentioned question. Their responses are presented as follows. According to Tolani Arewa of Media Reach OMD, there is still limited exposure to the power of the internet, mobile and multimedia, among media buyers in Lagos-based advertising agencies. Compared to the western world, new media buying is still very low. "We, (Lagos-based media planners and buyers) still do over eighty to ninety percent of traditional media and very little of new media". Jimmy Babatunde of Media Perspective also opined that at the moment exposure to new media technology is increasing compared to what it used to be. According to Babatunde, "before all you need to do is book a media campaign and write it down on paper, but today the new media technology has made this simple. With the application of software, media buying is easy and the exposure is better than what it used to be. Nike Ajani of Media Reach OMD also shared a similar view affirming that media buyers' exposure to new media is still growing, though it is dragging. According to Ajani, the evolvement of new media is something every player in the media buying industry is yet to explore. Even some of our clients are not ready to accept it. The "Occupy Nigeria" campaign for instance, was easy because of the mobile media.

Muyiwa Alabi of Touch Stone Limited also explained that the level of exposure to a new media technology has a great impact on media selection in general. Remi Olugbemi of Media Perspective, also shares a similar view stressing that exposure to new media technologies by media buyers depend on the sophistication of the client being served. If the media buyer is serving a global client, he or she has no choice than to expose client's message(s) through the new media; hence, exposure of such a media buyer to new media technologies is imperative. Similarly, Omoh Oziegbe of Capital Media also opined that every player in the media buying industry has gotten to the point where he or she has to use one form of new media or the other in the process of performing his or her job. "You can't get a grasp of what you need to do without some form of new media" he concluded.

Soji Akinyemi of Universal Mc-Caan explained that while the level of awareness about new media among media buyers is high, the level of exposure to such media is not total. According to Akinyemi, "most media buyers don't know the nitty gritty and the best way to leverage the available new media". He further explained that the professionals in the western world understand the techniques of using the new media better than media buyers in Nigeria generally. "The professionals behind the allocation are very exposed to such media that they can put people like us through, so we could better

understand and appreciate it and as such guide clients in that direction. Peter Okpaifo of MEC Global Media, further explained that the level of exposure to a new media technology has a great impact on media selection in general. Due to the interactivity of the social networking platform, there is a huge presence on this platform. Large number of users also makes the platform important to advertisers.

As a result of the foregoing findings, this study has revealed that there is limited exposure to the opportunities and possibilities of the new media as a media type among media buyers in Lagos-based advertising agencies, compared to their counterparts in the western world.

Research Question 2: What are the attitudes of media buyers in Lagos-based advertising agencies towards new media technologies?

Views of respondents regarding their dispositions towards the emergence of new media technologies are presented as follows. According to Muyiwa Arowa of Media Reach OMD, “new media is viewed by media buyers in Lagos as highly interactive, cost effective and an impact form of media with a real time presence”. He further explained that “players in the media buying industry are aware of the possibilities of new media but the available facilities are not strong enough, hence there is a limitation of what one can do. Likewise, Remi Olugbemi of Media Perspective opined that the acceptance of new media among media buyers is quite high. “It’s a new development in the industry, and for it to be relevant one needs to be exposed to it, as such, the acceptance is okay” she explained.

Peter Okpaifo of MEC Global Media explained that new media is very interesting, the level of engagement is higher and with new media, clients get a lot more interaction with the target audience and its impact are easier to measure. Likewise, Soji Akinyemi of Universal Mc-Cann stated that players in the Media buying industry like the evolvement of new media and view it as a great opportunity, though they believe the best is yet to come. “New Media has come to stay I’m surprised we still call them new media because they are no more new. Although traditional media still take eighty percent of our budget and this shows they are still leading, but new media has come to stay” he said.

For Omoh Oziegbe of Capital Media, there is a large divide between practitioners who believe in new media and those who believe in traditional media, though he believes that new media is the future of the media buying industry, irrespective of the skepticism shown towards new media by some players in the advertising industry. According to Jimmy Babatunde of Media Perspective, media buyers, as advertising professionals, view new media as a means of reaching their target consumers, to communicate their message and as an extra medium to put the right message across to the right consumers at the right time. Similarly Muyiwa Alabi of Touch Stone Media opined that new media is the future of media buying. “The romance between the pen and the paper has been digitalized. This is the digital era where everything has to do with technology” Alabi explained.

Nike Ajani of Media Reach OMD opined that she is not sure every player in the media buying industry is into new media buying because new media buying is a new development in the industry. Ajani further explained that media buyers who are into new media buying believe it is innovative, exciting and has a viral effect. In comparison to traditional media, Ajani stated that new media’s impact is measurable, the effects are immediate with instant feedback and it is interactive in nature. Likewise, Obaseyi Awoyinka of STB Mc-cann stated that, online, mobile and over all digital media are considered as a major media vehicle in reaching set target audience. Awoyinka further explained that media buyers view new media as an effective way of reaching the target evidence. “It’s the most interactive and most engaging, it’s the only form of media that gives the advertisers some measure of control over what they are getting, while the audience have the opportunity to purse and replay the advert or even download it.

Going by the foregoing findings, this study has established that while the level of awareness about new media technologies among media buyers in Lagos-based advertising agencies is high, and the level of exposure to such new media technologies is quite low and still growing, yet Lagos-based media buyers are still strongly positively disposed to the platform as a veritable and indispensable working tool.

Research Question 3: In what ways do media buyers in Lagos-based advertising agencies use new media technologies for media planning and media buying?

Data relating to views of respondents regarding how they utilize new media technologies in their media planning and buying functions are presented as follows. According to Remi Olugbemi of Media Perspective, New media is used as an effective way of reaching target audience, because of its interactive and engaging nature, which gives the audience the chance to watch the advert at a convenient time. Olugbemi further explained that new media can be used through the GSM (Global System for Mobile Telecommunication) as well as the internet. According to him, “the GSM and internet are the basic media platforms we have presently. On the internet, we have the banner, the flash and complete audio visual adverts. For the mobile phones the most commonly used still remains the SMS (short message service).”

Omoh Oziegbe of Capital Media also opined that the new media is used as an effective way of reaching target audience, mostly the youths, who constitute the heavy users of new media, and as such the new media provides an effective platform of reaching the younger generation. Tolani Arewa of Media Reach OMD, states that the new media can be used as a two way communication between the advertiser and the target audience. It allows placing information in front of the audience which they can consume at their own pace.”I think new media is fantastic, it is the next big thing, although fifty percent of the target audience does not have easy access to new media, so we still use the traditional media” she concluded.

Similarly, Nike Ajani of Media Reach OMD stated that media buyers in Lagos-based advertising agency use new media through the internet, the use of digital media, social networking and mobile digital media. According to her “it is anything different from the traditional media such as television, radio, newspaper e.t.c. According to Soji Akinyemi of Universal Mc-Cann, there are various professional tools that are used for new media planning and buying. While media star is used to know how to apportion the budget and the level of penetration, media express software is used to do the actual buying and placement which enable the sending of advert materials on the internet.

Likewise, Jimmy Babatunde of Media Perspective stated that there are tools that automate media planning and buying. We have tools to profile the existing media such as star which helps to query the data base. Babatunde further explained that new media buying enables easier programming and media vehicle selection. Omoh Oziegbe of Capital Media also emphasized that prior to the evolvment of new media technology, media planning and buying activities were done using excel for the calculation which was very cumbersome and delays the media planning process. But with the advent of new media technologies, media planning and buying is conducted using the media express software.

From the foregoing findings, it can, therefore, be established that Media buyers in Lagos-based advertising agencies use new media as an effective way of reaching target audience, mostly the youths, because of its interactive and engaging nature and the unique chance it gives the target audience to watch an advertisement at a convenient time or pace or even download it.

Research Question 4: To what extent are media buyers in Lagos-based advertising agencies influenced in their media selections for advertising campaigns by new media technologies?

Data obtained in order to determine the extent to which respondents are influenced in their media selections for advertising campaigns are presented as follows. According to Soji Akinyemi of Universal McCann, new media technologies, to a great extent, influence the selection of media types of an advertising campaign. "To a very large extent, it influences me as a person and because of the nature of my work, new media is capable of delivering to the masses and it is cost effective" he said. Akinyemi also emphasized that through experience of what media buyers see when they go round, through the result of preparatory software, and through the need of the brand in question new media technologies are a must use in today's contemporary advertising world. "If you are a big brand and you don't go online, you haven't done anything yet" he concluded.

Peter Okpaifo of MEC Global Media also explained that, to a large extent, media buyers are influenced in their media selection for advertising campaigns by new media technology. According to Okpaifo, "some big brands are not patronising some media because they don't know or appreciate it. It's a psychological effect. Successful advertising is about continuity, for people to change their minds towards a brand. Some people still don't appreciate transit media because it has not been used appropriately. Questions are being asked as to how many people go online? How many people see the advert? But that is not the case. The level of knowledge of online is still low. What you don't know you don't value. And what you don't know you can't attach any importance to it".

According to Tolani Arowa of Media Reach OMD, the level of exposure to a new media technology has a great impact on media selection in general. Arowa sighted an example that due to the interactivity of the social networking platform, there is a large presence on this platform. Large number of users also makes the platform important to advertisers. Remi Olugbemi of Media Perspective, on her part, believes that media selection is always based on the objective of the campaign that is being carried out and final selection is based on what can deliver a particular objective either new or traditional media. Likewise, Omoh Oziegbe of Capital Media believes new media has come to stay, and because of fragmentation you have to consider the new media, he said. "People spend more time on the internet and phone, unlike fifteen to twenty years ago when the internet and GSM is not widely spread, but it is not like that anymore. Fragmentation is very real in media consumption. For you to have a good media plan, you must consider the new media.

Similarly, Jimmy Babatubde of Media Perspective stated that new media technology influences media selection for a campaign to a large extent. According to Babatunde "there is a bias for what you can easily manipulate and handle. When I do not understand Google or face book, it affect my choices, so it might not be a part of my media selection". Babatunde further emphasized that he still resorts to whatever clients decide, "It influences my choice of recommendation to my clients" he concluded.

The foregoing findings, therefore, suggest that, to a large extent, media buyers in Lagos-based advertising agencies are influenced in their media selection for advertising campaigns by new media technologies.

Discussion of Findings

It is obvious from the foregoing findings of this study that there is limited exposure to the possibilities of the new media as a media type among media buyers in Lagos-based advertising agencies. Contextualising the uses and gratification theory (Blumler and Katz, 1974), media planners and media buyers in Lagos-based advertising agencies are responsible for choosing media types to meet their advertising campaign media needs. The media planners and media buyers also use media for specific gratifications i.e. for reaching target audience at the right time and cost. The uses and gratification theory assumes that members of the audience are not passive but take an active role in interpreting and integrating media into their own lives. As such, since media planners and media

buyers in Lagos-based advertising agencies have limited exposure to new media, consequentially there is limit to their knowledge on the possibilities and potentials of the new media.

Likewise, findings of this study revealed that the level of awareness about new media technologies among media buyers in Lagos-based advertising agencies is high but the level of exposure to such new media technology is quite low. Similarly, findings of the study further revealed that media planners and buyers in Lagos-based advertising agencies believes new media is the future of the media buying industry irrespective of some of the skepticisms shown towards it as at the time of the study.

The technological determinism theory assumes that there is a simple cause and effect relationship between the introduction of new technology and the changes in society's way of thinking, feelings, acting or believing. It predicts that with every new system of media technology, society would change and adapt to such technology. Contextualizing this theory, media buyers and planners in Lagos-based advertising agencies, believe new media is the future of the media buying and planning industry as a result of the simple cause and effect analysis between the introduction of new media and the eventual changes in media planners and media buyers' way of thinking, feeling, acting or believing in the possibilities and potentials of new media technologies in advertising media planning and buying. Media buyers believe in new media as the future of the media buying industry. This is in line with the predictions of the technological determinism theory to the extent that with every new system of media technology, society would change and adapt to such technology.

Findings of this study further revealed that media buyers in Lagos-based advertising agencies are influenced in their media selection for advertising campaign by new media technologies. The media dependency theory states that the more dependent an individual is on the media to fulfill needs, the more significant the media becomes to that person. Contextualizing the theory, most advertisers depend on the new media to satisfy their media needs, such as product display, advertising, product demonstration, interactivity and a host of others. Similarly media buyers depend on new media as an effective way of reaching target audience, mostly the youths, because of its interactive and engaging nature and the unique chance it gives the audience to watch an advertisement at a convenient time and space or even download it.

Conclusion and Recommendations

On the strength of its major findings, this study has been able to show that majority of media planners and media buyers in Lagos-based media independent outfits and advertising agencies are not exposed to the possibilities and potentials offered by new media technologies in reaching target audience for advertising campaigns. Also, while majority of the media planning and buying operatives studied are aware of the existence of new media technologies relevant to media planning, their exposure to such media platforms is still nascent.

Furthermore, the study has also shown that the studied media planning and buying practitioners view new media as the future of the media planning and buying industry despite their reservations about the application of these emerging technologies to advertising media planning. Despite these reservations, it has also been shown through the study that most media planners examined use, and are also of the view that new media technologies are an effective way of reaching desired target audience. A fall out of this is that new media technologies, as established by this study, have been found, to a large extent, to influence the media buyers studied in their selection and purchase of the appropriate media mix for an advertising campaign.

In view of the foregoing conclusion, particularly the study's revelation that the utilization of new media technologies in advertising media planning, among media planners in this part of the world

(Nigeria to be specific), is still at its developmental stage, and hence, currently faces the challenges of recognition and acceptance among stakeholders in the advertising industry. As such, it is believed that the influence of new media technologies on media planning and buying among advertising media planners in Lagos, and by extension, Nigeria, can be enhanced through the adoption of the following recommendations by the industry's relevant stakeholders:

1. Media planners and buyers should think globally while acting locally. In other words they should keep up with the pace of their professional trend while serving local clients.
2. Constant exposure to training related to new media technologies should be encouraged among advertising practitioners.
3. Practitioners in the media planning and buying industry should educate advertisers on the relevance and opportunities rendered by the new media as a means of reaching target audience.
4. Advertising practitioners need to be more focused on new media research and the available opportunities offered by such media to complement, rather than the sole deployment of the traditional media planning methods by advertising practitioners during advertising campaigns.
5. Advertising practitioners should embrace the evolvement of new media as a positive development in the media planning and buying industry.

The adoption of these suggestions, these researchers believe, would enhance the quality of service delivered to advertisers by Nigerian media planners in terms of the articulation of creative media strategies and the selection of the appropriate media mix for advertising campaigns.

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