

Certificate of Completion

This Certificate is presented to

Brenda Lai



Mimic Media Planning

Completed on: **November 12, 2022**

This certificate signifies experience:

- Analyzing crosstab reports to determine consumer demographic and psychographic data
- Selecting successful messaging drivers to elicit a desired audience response
- Assisting a colleague in selecting their own messaging and strategic drivers
- Managing \$2 million and \$3 million budgets to purchase advertising on various marketing media channels and vehicles in order to drive impressions
- Identifying the characteristics of a target persona
- Selecting successful strategic drivers during a target audience's consumer journey
- Evaluating a media crosstab report to guide selection of a media allocation plan to direct ad spending
- Responding to questions from colleagues about a wide variety of media planning concepts

