

## PLAN DE MEDIOS

**Campaña Marca Perú 2da fase - Acción Táctica por el Día de la Canción Criolla 2024 en el marco de la Feria Gastronómica Perú Mucho Gusto**

MEDIO		octubre		noviembre				INSERCIÓNES	IMPACTOS (000)	ALC+1	ALC. ABS.**	TOTAL \$/. NETO	TOTAL \$/. + IGV	CPM + IGV	SOI
		28	04	11	18	25									
TV ABIERTA															
Pauta Regular															
Spots															
Alc+1 (%)															
Alc+3 (%)															
Impactos															
Inversión \$/															
Inversión \$/ Tv Abierta								84	9,845	45.4%	3,230	\$/ 534,761.67	\$/ 631,018.78	\$/ 64.10	90%
DIGITAL															
Pauta Regular															
Alc+1															
Impactos															
Inversión \$/															
Inversión \$/ Digital									31,957	23.6%	1,678	\$/ 68,981.22	\$/ 69,981.22	\$/ 2.16	10%
								84	41,802	58.3%	4,146.65	\$/ 603,742.89	\$/ 700,000.00	\$/ 16.75	100%

**\*SE INDICAN ALCANCES INCREMENTALES**

**\*\*ALC. ABS ES EL ALCANCE EN NÚMERO DE PERSONAS**

Univ  
7,113.82

Firmado digitalmente por:  
CAVERO GAMARRA Daniel  
Ricardo FAU 20307167442 hard  
Motivo: Doy Vº B°  
Fecha: 10/10/2024 11:39:57-0500



Firmado digitalmente por:  
MONTAYA SANCHEZ Henry  
William FAU 20307187442 soft  
Motivo: Doy V° B°  
Fecha: 10/10/2024 10:28:14-0500



Firmado digitalmente por:  
CAVERO GARRA Daniel  
Ricardo FAU 20307167442 hard  
Motivo: Por encargo  
Fecha: 11/10/2024 09:33:36-0500

Resumen de Inversión

Montos expresado en soles

NOMBRE COMERCIAL	RAZÓN SOCIAL	RUC	MEDIO	AVISOS	INVERSIÓN NETA \$	INVERSIÓN NETA + IGV \$	INVERSIÓN NETA S/.	INVERSIÓN NETA + IGV S/.
ATV	ANDINA DE RADIODIFUSION S.A.C.	20100114420	TV ABIERTA	8	\$32,500.00	\$38,350.00	S/ 130,000.00	S/ 153,400.00
ATV	ANDINA DE RADIODIFUSION S.A.C.	20100114420	TV ABIERTA	24	Bonificado	Bonificado	Bonificado	Bonificado
LATINA	COMPañIA LATINOAMERICANA DE RADIODIFUSION S.A	20100163986	TV ABIERTA	14	\$33,678.13	\$39,740.19	S/ 134,712.50	S/ 158,960.76
AMERICA TV	COMPañIA PERUANA DE RADIODIFUSION S.A.	20100049008	TV ABIERTA	13	\$56,420.63	\$66,576.34	S/ 225,682.50	S/ 266,305.35
TV PERU	INS NAC.DE RADIO Y TELDEL PERU I RTP.	20338915471	TV ABIERTA	11	\$2,016.67	\$2,379.67	S/ 8,066.67	S/ 9,518.67
PANAMERICANA TV	PANAMERICANA TELEVISION S A	20100017149	TV ABIERTA	7	\$9,075.00	\$10,708.50	S/ 36,300.00	S/ 42,834.00
PANAMERICANA TV	PANAMERICANA TELEVISION S A	20100017149	TV ABIERTA	7	Bonificado	Bonificado	Bonificado	Bonificado
META	META PLATFORMS IRELAND LIMITED	INTERNACIONAL	DIGITAL	-	\$7,919.75	\$9,345.31	S/ 31,679.00	S/ 37,381.22
GOOGLE	GOOGLE LLC	INTERNACIONAL	DIGITAL	-	\$3,389.83	\$4,000.00	S/ 13,559.32	S/ 16,000.00
TIKTOK	TIKTOK INC.	20557479890	DIGITAL	-	\$3,305.08	\$3,900.00	S/ 13,220.34	S/ 15,600.00
				84	\$148,305.08	\$175,000.01	S/ 593,220.33	S/ 700,000.00

PAUTA TV ABIERTA

MEDIO	PROGRAMA	DÍAS	HORA INICIO	HORA FIN	DAY PART	FORMATO	RAT%	RAT#	AIF	DUR	SEMANA												TOTAL AVISO	TIPOS	IMPACTOS (000)	COSTO POR AVISO	TOTAL \$/ NETO	TOTAL \$/ +IGV	CPM +IGV	SOV	SOI			
											31	01	02	03	04	05	06	07	08	09	10													
C2 - TV	REPORTER SEMANAL-D-MA	D	10:45:00	12:00:00	DAY	SPOTS	1.3	116.1	131.1	25													1	1	116	\$/5,416.67	\$/6,391.67	\$/4,667	\$/4,102.60	\$/7,800.00	\$/5,316	\$/4,202.60		
	REPORTER SEMANAL-S-MA	S	11:21:00	13:51:00	DAY	SPOTS	0.8	73.4	114.6	25												1	2	147	\$/3,900.00	\$/9,204.00	\$/5,316	\$/4,674.58	\$/9,204.00	\$/5,316	\$/3,265.86			
	UN MEDIO-D-MA	D	12:11:00	13:55:00	DAY	SPOTS	1.4	122.6	125.6	25												1	2	123	\$/4,550.00	\$/9,389.58	\$/5,316	\$/4,132.80	\$/9,389.58	\$/5,316	\$/4,132.80			
	MI MENTIRAS MAS DULCE-NO	LMXV	19:09:00	19:35:00	ESTELAR	SPOTS	1.3	115.1	112.7	25													2	3	230	\$/5,389.58	\$/12,719.42	\$/5,316	\$/4,468.3	\$/12,719.42	\$/5,316	\$/4,468.3		
	PUNTO FINAL-D-NO	D	19:53:00	22:01:00	ESTELAR	SPOTS	2.7	147.2	114.3	25													1	2	294	\$/9,750.00	\$/19,500.00	\$/5,316	\$/5,814.99	\$/19,500.00	\$/5,316	\$/5,814.99		
	EL GRAN CHEF FAMOSOS-NO	LMXV	20:27:00	22:59:00	ESTELAR	SPOTS	2.6	233.5	120.0	25														2	5	467	\$/16,250.00	\$/38,350.00	\$/5,316	\$/6,135.09	\$/38,350.00	\$/5,316	\$/6,135.09	
C4 - TV	PITUCAS SHIL LUCAS-NO	LMXV	22:00:00	23:35:00	ESTELAR	SPOTS	2.9	257.1	123.2	25													3	9	771	\$/16,250.00	\$/48,750.00	\$/5,316	\$/5,572.37	\$/48,750.00	\$/5,316	\$/5,572.37		
	SIN MEDIAS TINTAS-D-NO	D	22:45:00	23:02:00	ESTELAR	SPOTS	1.2	101.0	129.0	25													1	1	101	\$/5,416.67	\$/6,391.67	\$/5,316	\$/4,709.33	\$/6,391.67	\$/5,316	\$/4,709.33		
	AMER NOT ED-SAB-S-MA	S	07:33	09:10	DAY	SPOTS	1.6	140.0	94.8	25													1	2	140	\$/8,977.50	\$/10,593.45	\$/5,316	\$/5,641.3	\$/10,593.45	\$/5,316	\$/5,641.3		25%
	DOMINGO AL DIA-D-MA	D	09:37	11:10	DAY	SPOTS	1.4	120.7	87.1	25													1	2	121	\$/8,977.50	\$/10,593.45	\$/5,316	\$/5,641.3	\$/10,593.45	\$/5,316	\$/5,641.3		
	MARIE QUEEN MANDE-TA	LMXV	14:03	15:22	DAY	SPOTS	1.9	164.5	94.4	25													1	2	152	\$/8,977.50	\$/10,593.45	\$/5,316	\$/5,641.3	\$/10,593.45	\$/5,316	\$/5,641.3		
	AL FONDO HAY SITO-TA	LMXV	19:05	20:52	ESTELAR	SPOTS	4.0	355.8	84.8	25													4	16	1,423	\$/17,986.67	\$/71,186.67	\$/5,316	\$/5,502.1	\$/71,186.67	\$/5,316	\$/5,502.1		
C6 - TV	EEG-NO	LMXV	20:36	21:39	ESTELAR	SPOTS	5.9	520.4	89.1	25													2	12	1,041	\$/17,986.67	\$/55,328.33	\$/5,316	\$/5,531.6	\$/55,328.33	\$/5,316	\$/5,531.6		
	AL FONDO HAY SITO-NO	D	21:01	22:12	ESTELAR	SPOTS	3.3	290.8	99.0	25													2	7	582	\$/17,986.67	\$/35,593.33	\$/5,316	\$/5,612.0	\$/35,593.33	\$/5,316	\$/5,612.0		
	TU NOMBRE Y EL MICHINO	LMXV	21:29	23:24	ESTELAR	SPOTS	5.2	459.9	95.1	25													1	5	460	\$/17,986.67	\$/32,643.72	\$/5,316	\$/5,395.08	\$/32,643.72	\$/5,316	\$/5,395.08		
	TILE DEPORTE DOM.	D	18:03:00	19:58	ESTELAR	SPOTS	0.8	72.6	104.8	25													2	2	145	\$/4,864.17	\$/9,728.33	\$/5,316	\$/5,791.11	\$/9,728.33	\$/5,316	\$/5,791.11		42%
	24 HORAS EDUC-CEHNTA	LMXV	19:51:00	22:21	ESTELAR	SPOTS	1.2	101.0	115.1	25													2	2	202	\$/5,620.83	\$/11,241.67	\$/5,316	\$/5,887.40	\$/11,241.67	\$/5,316	\$/5,887.40		
	EL DOMINGAL-D-MA	D	08:23:00	10:11	DAY	SPOTS	0.5	42.3	137.4	25													2	2	85	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
C8 - TV	24 HORAS ED-MEDIO-TA	LMXV	12:03:00	15:08	DAY	SPOTS	0.4	34.3	108.5	25													1	1	103	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	24 HORAS ED-DOMINGO-D-MA	D	16:25:00	18:08	DAY	SPOTS	0.3	28.1	105.1	25													1	1	58	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	TELE DEPORTE DOM.	D	18:03:00	19:58	ESTELAR	SPOTS	0.8	72.6	104.8	25													2	2	145	\$/4,864.17	\$/9,728.33	\$/5,316	\$/5,791.11	\$/9,728.33	\$/5,316	\$/5,791.11		39%
	24 HORAS EDUC-CEHNTA	LMXV	19:51:00	22:21	ESTELAR	SPOTS	1.2	101.0	115.1	25													2	2	202	\$/5,620.83	\$/11,241.67	\$/5,316	\$/5,887.40	\$/11,241.67	\$/5,316	\$/5,887.40		42%
	EL DOMINGAL-D-MA	D	08:23:00	10:11	DAY	SPOTS	0.5	42.3	137.4	25													2	2	85	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	24 HORAS ED-MEDIO-TA	LMXV	12:03:00	15:08	DAY	SPOTS	0.4	34.3	108.5	25													1	1	103	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
C9 - TV	24 HORAS ED-DOMINGO-D-MA	D	16:25:00	18:08	DAY	SPOTS	0.3	28.1	105.1	25													1	1	58	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	TELE DEPORTE DOM.	D	18:03:00	19:58	ESTELAR	SPOTS	0.8	72.6	104.8	25													2	2	145	\$/4,864.17	\$/9,728.33	\$/5,316	\$/5,791.11	\$/9,728.33	\$/5,316	\$/5,791.11		39%
	24 HORAS EDUC-CEHNTA	LMXV	19:51:00	22:21	ESTELAR	SPOTS	1.2	101.0	115.1	25													2	2	202	\$/5,620.83	\$/11,241.67	\$/5,316	\$/5,887.40	\$/11,241.67	\$/5,316	\$/5,887.40		42%
	EL DOMINGAL-D-MA	D	08:23:00	10:11	DAY	SPOTS	0.5	42.3	137.4	25													2	2	85	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	24 HORAS ED-MEDIO-TA	LMXV	12:03:00	15:08	DAY	SPOTS	0.4	34.3	108.5	25													1	1	103	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	24 HORAS ED-DOMINGO-D-MA	D	16:25:00	18:08	DAY	SPOTS	0.3	28.1	105.1	25													1	1	58	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
C10 - TV	24 HORAS ED-DOMINGO-D-MA	D	16:25:00	18:08	DAY	SPOTS	0.3	28.1	105.1	25													1	1	58	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	TELE DEPORTE DOM.	D	18:03:00	19:58	ESTELAR	SPOTS	0.8	72.6	104.8	25													2	2	145	\$/4,864.17	\$/9,728.33	\$/5,316	\$/5,791.11	\$/9,728.33	\$/5,316	\$/5,791.11		39%
	24 HORAS EDUC-CEHNTA	LMXV	19:51:00	22:21	ESTELAR	SPOTS	1.2	101.0	115.1	25													2	2	202	\$/5,620.83	\$/11,241.67	\$/5,316	\$/5,887.40	\$/11,241.67	\$/5,316	\$/5,887.40		42%
	EL DOMINGAL-D-MA	D	08:23:00	10:11	DAY	SPOTS	0.5	42.3	137.4	25													2	2	85	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	24 HORAS ED-MEDIO-TA	LMXV	12:03:00	15:08	DAY	SPOTS	0.4	34.3	108.5	25													1	1	103	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	24 HORAS ED-DOMINGO-D-MA	D	16:25:00	18:08	DAY	SPOTS	0.3	28.1	105.1	25													1	1	58	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
C11 - TV	24 HORAS ED-DOMINGO-D-MA	D	16:25:00	18:08	DAY	SPOTS	0.3	28.1	105.1	25													1	1	58	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	TELE DEPORTE DOM.	D	18:03:00	19:58	ESTELAR	SPOTS	0.8	72.6	104.8	25													2	2	145	\$/4,864.17	\$/9,728.33	\$/5,316	\$/5,791.11	\$/9,728.33	\$/5,316	\$/5,791.11		39%
	24 HORAS EDUC-CEHNTA	LMXV	19:51:00	22:21	ESTELAR	SPOTS	1.2	101.0	115.1	25													2	2	202	\$/5,620.83	\$/11,241.67	\$/5,316	\$/5,887.40	\$/11,241.67	\$/5,316	\$/5,887.40		42%
	EL DOMINGAL-D-MA	D	08:23:00	10:11	DAY	SPOTS	0.5	42.3	137.4	25													2	2	85	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	24 HORAS ED-MEDIO-TA	LMXV	12:03:00	15:08	DAY	SPOTS	0.4	34.3	108.5	25													1	1	103	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	24 HORAS ED-DOMINGO-D-MA	D	16:25:00	18:08	DAY	SPOTS	0.3	28.1	105.1	25													1	1	58	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
C12 - TV	24 HORAS ED-DOMINGO-D-MA	D	16:25:00	18:08	DAY	SPOTS	0.3	28.1	105.1	25													1	1	58	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	TELE DEPORTE DOM.	D	18:03:00	19:58	ESTELAR	SPOTS	0.8	72.6	104.8	25													2	2	145	\$/4,864.17	\$/9,728.33	\$/5,316	\$/5,791.11	\$/9,728.33	\$/5,316	\$/5,791.11		39%
	24 HORAS EDUC-CEHNTA	LMXV	19:51:00	22:21	ESTELAR	SPOTS	1.2	101.0	115.1	25													2	2	202	\$/5,620.83	\$/11,241.67	\$/5,316	\$/5,887.40	\$/11,241.67	\$/5,316	\$/5,887.40		42%
	EL DOMINGAL-D-MA	D	08:23:00	10:11	DAY	SPOTS	0.5	42.3	137.4	25													2	2	85	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	Benefit	
	24 HORAS ED-MEDIO-TA	LMXV	12:0																															

CLIENTE

PROMPERU

PRODUCTO

MARCA PERU

CAMPANA

Campaña Marca Perú 2da fase - Acción Táctica por el Día de la Canción Criolla 2024 en el marco de la Feria Gastronómica Perú Mucho Gusto

PERIODO

31 OCTUBRE - 30 NOVIEMBRE

TARGET

NN 18+



PAUTA DIGITAL

	OBJETIVO	MEDIO	FORMATO	KPI	TIPO DE COMPRA	PERIODO		ALCANCE	IMPRESIONES	VISTAS	CLICS	VISITAS / SESIONES	CTR / ETR / VTR	CPMu	CPM	CPC	CPV	CPSession	TOTAL \$ NETO	TOTAL \$/ NETO	TOTAL \$/ + IGV	CPM + IGV	SOI
						INICIO	FIN																
BRANDING	AWARENESS	BrandAwareness Video Views	META GOOGLE	PPV INSTREAM	ALCANCE VISTAS	CPMu CPV	31/10/2024 30/11/2024	30/11/2024 30/11/2024	6,050,339	23,233,301 533,333	2,323,330 266,667		10,00% 50,00%	\$0.60	\$0.23 \$7.50					\$1,21,781.22 \$1,16,000.00	\$1,21,781.22 \$1,16,000.00	\$0.23 \$7.50	32% 23%
	Sub-Total								23,766,635	2,589,997									\$9,445,31	\$1,37,781.22	\$1,37,781.22		55%
PERFORMANCE	DEMAND GENERATION	Clickwebsite LeadGeneration Mobile Appinstalls	META TIKTOK	PPU/PLV VIDEO IN FEED	VISTAS A LA WEB CLICS	CPVISTA CPC	31/10/2024 31/11/2024	30/11/2024 30/11/2024		7,800,000 390,000		39,000 19,500	1,00% 10,00%		\$0.50 \$10.00	\$0.05 \$0.10		\$0.10		\$3,900,00 \$3,900.00	\$1,15,600.00 \$1,15,600.00	\$0.50 \$10.00	23% 23%
	Sub-Total								8,190,000		117,000	58,500							\$7,800.00	\$1,31,200.00	\$1,31,200.00		45%
Total									31,956,635	2,589,997	117,000	58,500							\$7,800.00	\$1,68,981.22	\$1,68,981.22		100%

T.C. 4

CTR=Clis/Impresiones  
CPM=Costo/Impresiones\*1000  
VTR= Visualizaciones/Impresiones