

The main topic of the work is strategic media planning of advertising campaigns in the segment of providers of consumer loans and the subsequent aspects. This paper will focus on the analysis of the product sector in terms of advertising media investments. I will try to produce the detailed analysis and comparison of various media strategies to highlight their common and different characteristics and similarity of characteristics in the segment. The analysis is based on data from media planning researches and research of consumed media. The subject of comparison is the media budget and its distribution to selected media types, its use within a calendar year (seasonality), territory (regional distribution) and the reach of the target group. Also the attitude to the use of different types of campaigns to build brands, commemorate products, increase the sales and other promotion will be followed. In sequence of this analysis, I will try to offer the optimal media strategy for the upcoming year.