

By Sherine
On The Edge Advertising
Mar 21, 2017

Media Plan

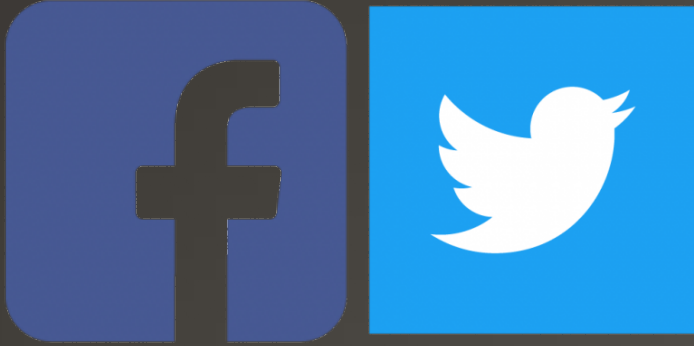


About Easy Peasy

- From Nashua, New Hampshire
- Started by Jim and Jennifer in their kitchen
- Currently have a manufacturing plant in Massachusetts
- Available in farmers market and health store in the region
- Plan to expand nationally
- Branching out to bigger manufacturing facilities
- Not active on social media



Media Objectives



- Increase 5000 followers 6 months
- Increase 50% of social media interactions with parents age 24-45 in 6 months.



- Increase 20% of national sales on website in 6 months



Target Audience



United States



Age: 22-45 years old

Gender: Female

Household Income: \$50,000

Education: Completing college or above

Family Lifecycle: Have children under 18

Career: Working women, part/full time



Psychographic

- Women pursuing career while having children
- Highly educated with health importance in mind
- Difficulty in providing healthy choices
- Highly connected
- Turn to social media for parenting help





Behavioral

- 70% of mothers are willing to pay more for healthier choices.
- Parents tend to pay more for healthy-meaning labels.
- More parents are reading nutrition label.
- Parents prefer buying local.
- Friends recommended product are preferred.
- Parents also will buy on child's suggestion.



Print, TV, Radio, Internet, Social Media, Indoor.

Media Selection



Print - Newspaper



Newspaper #1

- Washington Post Express
- Distributed in Washington Metropolitan Area, as well as Maryland and Virginia.
- Targets young professionals, commuters.
- Most readers are 18-44, employed and attended college.
- Total circulation 143,132.



Reasons & Cost

- Align with Easy Peasy's target market.
 - Cost effective.
 - Washington is the 2nd healthiest city in the US.
-
- Full page, in black and white
 - 2 times per week
 - April to October
 - \$3,711 each week



Newspaper #2

- Los Angeles Times
- Top 5 daily newspaper in the US
- 955,319 circulation on Sunday
- 690,870 weekday circulation
- Tech savvy readers

Los
Angeles
Times



Reasons & Cost

- One of the highest childbirth city
- Helpful in promoting Easy Peasy's social media.
- Full run, black and white ad
- 3 column x 5.25"
- 16 Saturdays in the weekend feature section
- Run for 6 months
- \$25,489.76



Print - Magazine



Magazine #1



- Taste of Home
- No.1 food magazine in US
- Issues bimonthly
- Rate base: 2.5 million
- 12.3 million audiences
- 85% female readers



Reasons & Cost

- Easy Peasy has a good marketing angle for this magazine
- Sept/Oct issue features Back to School section
- 1/3 page, black and white ad
- In the Sept/Oct issue
- \$23,000



Magazine #2

- Real Simple
- National magazine
- Issued monthly
- Offers hacks to help women in their busy lifestyle
- Rate base: 1,975,000

REALSIMPLE



Reason & Cost

- Magazine's concept speaks for Easy Peasy.
- Readers has high median household income.
- 1/3 page ad
- May issue and Aug issue
- \$103,600 each
- Total: \$207,200



Print Media (Magazine and Newspaper)

Publication	The Washington Post Express
Issue Dates	Daily
Ad Size	Full Page (9.5" x 10.5")
Cost per Ad	\$1,855.50
Total Cost for Publication	\$111,330

Publication	Los Angeles Times
Issue Dates	Daily
Ad Size	3C x 5.25"
Cost per Ad	\$1,593.11
Total Cost for Publication	\$25,489.76

Publication	Taste of Home
Issue Dates	Bimonthly
Ad Size	1/3 P
Cost per Ad	\$23,000
Total Cost for Publication	\$23,000

Publication	Real Simple
Issue Dates	Monthly
Ad Size	1/3 P
Cost per Ad	\$103,600
Total Cost for Publication	\$207,200

TOTAL COST PRINT	\$367,019.76
------------------	--------------



Radio



Radio Station #1

- Radio Disney
- 24 hr national radio station
- Target listener are families
- Moms often listen when a child is around



Reason & Cost

- Mom listens when kid is around
- Specific time frame
- Captures into parent's photographic memory

- Run for 6 months
- 3 times a week
- Different ad each month
- 30 seconds
- \$190



Radio Station #2

- Pandora
- National internet radio
- 53% moms that listen to online radio listens to Pandora
- Has a feedback system
- US, Australia and New Zealand only



Reasons & Cost

- 8 in 10 millennials listen to internet radio
 - Customizable when it comes to placing ad
 - Measurable data
 - Popular among millennial moms
-
- Average \$8-\$12 per CPM for audio only ads
 - Run from April to October
 - Shown once per hour



Radio	
Station	Radio Disney
Local/National/Satellite	National
Ad length	30 seconds
Cost per Ad	\$190
Daypart	7-9 am and 2:30-4pm
Run dates	April to October
Total number of ads	120
Total cost for station	\$22,800
Station	Pandora
Local/National/Satellite	National
Ad length	30 seconds
Cost per Ad	\$10 CPM
Daypart	\$10-4pm
Run dates	April to October
Total number of ads	1000
Total cost for station	\$10,000
TOTAL COST RADIO	\$32,800



Television



TV Station #1

- WACP channel 4
- Regional TV stations
- Broadcast in Pennsylvania, Southern New Jersey
- Programs include home shopping, infomercials and children shows.
- Targets stay at home parents that leaves TV on



Reasons & Cost

- Less expensive than national television
- Ad can play more often
- Aligned target market

- Run from 12-4pm
- 15 second ads
- \$200 per ad
- 120 ads for 6 months



TV station #2

- WJLP Channel 3
- Regional TV stations
- Broadcast in tri-state area – New York, New Jersey and Connecticut
- Different time broadcast different show for different target audience
- Follows MeTV programming



Reasons & Cost

- Broadcast in populated city like New York
- Have specific time slots easy for ad placement
- Run from 6-8 pm
- 15 seconds
- \$1000 per ads
- 60 ads in 6 months
- Total cost: \$60,000



Television

Station	WACP Channel 4
Local/National/Cable	Regional
Ad length	15 seconds
Cost per Ad	\$200
Daypart	12-4 pm
Run dates	April to October
Total number of ads	120
Total cost for station	\$24,000

Station	WJLP Channel 3
Local/National/Cable	Regional
Ad length	15 seconds
Cost per Ad	\$1,000
Daypart	6-8 pm
Run dates	April to October
Total number of ads	60
Total cost for station	\$60,000

TOTAL COST TELEVISION	\$84,000
------------------------------	-----------------



Internet



Internet Media #1

- Google Adword
- Most popular search engine
- Processed millions of search everyday
- Highly customizable in terms of ads
- No engagement no charge

The Google logo is displayed in its characteristic multi-colored font, with the letters 'G', 'o', 'o', 'g', 'l', and 'e' in blue, red, yellow, blue, green, and red respectively.

Reasons & Cost

- Campaign creator make easy for advertisers
 - Customize to area, audience, and etc.
 - Utilizes keywords
 - No sudden cost
-
- 6 month campaign
 - With 8 keywords
 - \$250 per day budget



Internet Media #2

- BuzzFeed
- With 200 million unique visitors
- Has written and video content
- Has in house creative team with strong social media

BuzzFeed



Reason & Cost

- Aligned target market
- In house team monitoring performance
- Have multiple sections targetting different group

- Each advertising cost \$75,000
- Can be design into different sections
- 6 month campaign



Social Media



Platform #1

- Youtube
- Has 6 second non skippable ads before each video is played
- Part of Google
- 2nd most popular site in the US



Reasons & Cost

- Mandatory ads hard to go unnoticed
- Customizable and measurable
- Can set daily budget

- Each views cost average \$0.10 to \$0.30
- When users look up other mom Youtuber
- To show to 10,000 people cost \$2000
- Run for 6 months
- \$20,000 budget



Platform #2

- Pinterest
- Visual based
- Audience are mainly female
- Can choose to pay for engagement or visits
- Only has advertising options in the US



Reason & Cost

- Moms favourite places to look up recipes and ideas
 - Unlike Instagram, it is a search engine
 - Cheaper than international platform like Facebook and Instagram
 - Ideal for Easy Peasy who wants to expand in US
-
- As low as \$0.17 to \$0.70 per click
 - Shows as pins
 - \$10000 budget
 - 6 months



Social Media

Social Media	Youtube
Run dates	April to October
Cost per click/ad	\$0.20
Ad size	15 seconds
Total cost for site	\$20,000

Social Media	Pinterest
Run dates	April to October
Cost per click/ad	\$0.50
Ad size	735px x 1102 px
Total cost for site	\$10,000

TOTAL COST SOCIAL MEDIA	\$30,000
-------------------------	----------

Online Media

Website	Google Adword
Run dates	April to October
Max Cost per Day	250
Ad size	468x60 banner ad
Total cost for site	\$45,000

Website	Buzzfeed.com
Run dates	April to October
Cost per click/ad	75000
Ad size	1 x Custom Social Post
Total cost for site	\$75,000

TOTAL COST ONLINE MEDIA	\$120,000
-------------------------	-----------



Indoor



Indoor #1

- Whole Foods
- Popular health food store across US
- Doesn't accept just any supplier
- Shoppers are generally with higher disposable income
- Popular among millennials



Reasons & Cost

- Country wide distribution
- Bring awareness to shoppers about product that are already available on shelf
- Indoor marketing can change shoppers attitude

- Signage with coupon options
- Sampling for shoppers
- Link to online shop and social media platform
- One week per month for 6 month
- Budget allocation: \$100,000



Indoor

Store	Whole Foods
Run dates	April to October, one week /mo
Ad size	24" x 36"
Total cost	\$100,000

TOTAL COST INDOOR	\$100,000
--------------------------	------------------

TOTAL COST FOR MEDIA PLAN	\$733,819.76
----------------------------------	---------------------



THANK
YOU!



Citation

- Sissors, Jack, Z. and Baron, Roger, B. "Advertising Media Planning, 7th Edition." McGraw Hill. 2010. Ebook. 27 Feb 2017.
- "America's Top 20 Healthiest Cities." Forbes. Forbes Media LLC. N.d. Web. Mar 6, 2017.
<<https://www.forbes.com/pictures/eigl45hfh/1-minneapolis-minn/#4e3df4a77fc4>>
- "Print Rates" The Washington Post. Nash Holding LLC. N.d. Web. Mar 6, 2017.
<<https://www.washingtonpost.com/mediakit/print-rates/>>
- "Fast Facts" Los Angeles Times. Tronc, Inc. N.d. Web. Mar 6, 2017.
<<http://mediakit.latimes.com/Media/LosAngelesTimesMediaKit/Toolkit/Fast%20Facts.pdf>>
- "Los Angeles Times: The Story Begins Here." Los Angeles Times. Tronc, Inc. N.d. Web. Mar 6, 2017.
- <<http://mediakit.latimes.com> />
- "TasteOfHome Media Kit" Taste Of Home. Trusted Media Brands. N.d. Web. Mar 6, 2017.
<<http://mediakit.tasteofhome.com/>>

Citation

- “RealSimple Media Kit” Real Simple. Time Inc. N.d. Web. Mar 6, 2017.
<<http://www.realsimple.com/microsites/media-kit/index.html>>
- What’s Advertising CEO. “How Much Average Advertising Cost of Radio Disney Price Ads.” What’s Advertising. N.d. Web. Mar 6, 2017.
<<http://whatadvertising.blogspot.ca/2015/04/how-much-average-advertising-cost-of.html>>
- “Fact Sheet” Radio Disney. Radio Disney Network. N.d. PDF. Mar 6, 2017.
<<http://www.disneyabcpress.com/radiodisney/wp-content/uploads/sites/4/2016/09/Radio-Disney-Business-Fact-Sheet-September-2016.pdf>>
- “Moms and Media 2016” Edison Research. Triton. N.d. PDF. Mar 6, 2017.
<<http://www.edisonresearch.com/wp-content/uploads/2016/05/Moms-and-Media-2016-Report.pdf>>
- “How Much Does It Cost to Advertise on Pandora?” WebPageFX. WebPage FX. N.d. Web. Mar 6,
• 2017.
< <http://www.webpagefx.com/internet-marketing/how-much-does-it-cost-to-advertise-onpandora.html> >
- “Cooking Light Media Kit” Cooking Light. Time Inc. N.d. Web. 15 Mar, 2017.
< http://www.cookinglight.com/microsites/cooking-light-media-kit/consumer_digital.html >

Citation

- “Top 15 Most Popular Social Networking Site | March 2017.” eBiz. eBizMBA Inc. N.d. Web. 13 Mar 2017.
< <http://www.ebizmba.com/articles/social-networking-websites> >
- Alleger, Jason. “How Much Does Ad on Youtube Cost?” Quora. 6 Mar, 2015. Web. 15 Mar 17.
< <https://www.quora.com/How-much-does-advertising-on-YouTube-cost> >
- “Reach More People In Promoted Pins.” Pinterest. N.d. Web. 15 Mar 2017.
< <https://ads.pinterest.com/> >
- Social Media. “Promoted Pins or Facebook Ads – What’s Better, Cheaper, & Get More Sales?” Marketing Solved. 2 Feb 2016. Web. 15 Mar 2017.
< <http://www.marketingsolved.com/promoted-pins-or-facebook-ads-whats-better-cheapergets-more-sales/> >
- “The Indoor Advertising Advantage” OMAC. Out of Home Marketing Association of Canada. N.d. PDF. Mar 19, 2017.
< <http://media.idigit.netdnacdn.com/sites/omac/multimedias/newsletters/oct%2023%202012/the%20indoor%20advertising%20advantage.pdf> >