

What do Kleenex, BandAid &
Scotch Tape have in common?



NSAC NATIONAL STUDENT
ADVERTISING
COMPETITION

TEAM 607

MEDIA PLAN / SCHEDULE

Cultivators are a tricky bunch, but our killer media plan that is centered on the Circle of Now campaign will ensure that Ocean Spray generates top-of-mind awareness year round. Lean and targeted, not a dollar of the budget is wasted on unnecessary media.

We do this by flighting the more involved, seasonal activities while continuously disseminating the campaign year-round through various platforms.

Generating brand awareness is accomplished through traditional advertising, along with out-of-home tactics, and outdoor vehicles. Our campaign runs from June 2018 to May 2019 with a primary budget of \$10 million and a secondary budget of \$5 million.

	JUNE	JULY	AUG	SEPT	OCT	NOV	DECJ	AN	FEB	MAR	APR	MAY
Facebook	■	■	■	■	■	■	■	■	■	■	■	■
Instagram	■	■	■	■	■	■	■	■	■	■	■	■
YouTube	■	■	■	■	■	■	■	■	■	■	■	■
Billboards	■	■	■	■	■	■	■	■	■	■	■	■
Modern Family							■					
This Is Us						■						
Podcasts	■					■						
Entertainment Weekly									■			
Food Network					■							
Men's Health	■											
Women's Health		■										
34 Herald-street square	■	■	■	■								
Times Square 42nd street					■	■	■	■				
59 St-Columbus Circle					■	■	■	■				
59 St-Lexington Avenue	■	■	■	■		■						
Events - Austin	■											
Events - Chicago										■		
Events - Los Angeles	■											
Events - Miami	■											
Events - New York City						■						
Tastey	■					■			■			
Movie Theater						■				■		

AT THE CORE

By mixing both familiar and unexpected media vehicles, we will capture Cultivators' attention and retain it through creative messaging, beginning with exciting events.

EVENTS: CITIES OF NOW

To put a face to the name, we will be getting up close and personal with Cultivators. Pop-up bars in New York City, Chicago, Miami, Austin, and Los Angeles will occur in June and November for the entire month. A seasonal and regional menu that reflects the preferences of Cultivators is crafted using the full spectrum of Ocean Spray products. The events serve a dual purpose: to increase brand and product awareness in the targeted area and get Cultivators excited about Ocean Spray.

We looked for cities with history, culture, on-the-go millennials, and a lifestyle that fit our target audience since, according to AdMall, 32% of them reside in metropolitan areas. We didn't have to look hard for Cultivators: New York, Chicago, Miami, Austin, and Los Angeles are full of them.

Pop-up Power:

The pop-up event industry is valued at \$50 billion according to PopUp Republic. After hosting similar events, 65% of companies said they saw stronger sales and 84% of companies with a \$10+ million marketing budget enjoyed an increase in engagement.

Statistics from Nielsen show that heavy engagement with the event online is possible. Of consumers who heard about an event, 34% followed on social media, 21% read reviews, 19% watched the event live online, 17% texted fellow attendees. The Circle of Now campaign will begin to use #ExpandYourCircle to promote inclusion and having a positive experience at the events, no matter who you are with.

Pop-up Promotion:

Our three-pronged pop-up promotional platform (try saying that three times fast!) will build buzz for the nationwide pop-ups one month prior to each event.

Social efforts: By using Thunderclap, we will be able to disseminate the information for the pop-ups to hundreds of millions of social media users all over the country instantly.

Influencers:

-We will leverage podcast listeners by contracting nine of the most influential podcasters who will promote the events to their nation-wide audiences.

-Pop-up bar guests will be able to learn from the pros! The bartending 2017 World Class Competition winner, Kaitlyn Stewart, will be on hand at one New York City weekend to dazzle guests with her skill and drinks.

Co-branding: To maximize the amount of fun that event goers can expect at the pop-ups, Ocean Spray will launch a partnership with Smirnoff vodka at June event in New

AT THE CORE

Cultivators can experience the Circle of Now with fellow millennials in a way that will also tie in with other forms of experiential advertising in the campaign

SEE HOW WE USE THUNDERCLAP AND WHAT THE POPUPS WILL LOOK LIKE

<HTTPS://OCEANSPRAY.TK/EXTERNAL2.PHP> PASS: NSAC18Team607

UNIQUE WAYS TO STAY IN THE CIRCLE

Microsoft uncovered that our current attention span is about eight seconds. How can we use this limited amount of time to cultivate a connection? Quick, bite-sized ads across multiple platforms that are already a part of the big and small moments. By integrating Spotify, podcasts, BuzzFeed's Tasty, and product placement in popular network television shows, we will expose Cultivators to Ocean Spray's messaging.

Music to Cultivator's Ears

Music is woven into the lives of Cultivators, whether it's accompanying them on their way to work, encouraging them as they tackle a difficult task, or hanging out with friends. Adweek states that 72% of all Spotify users are millennials so by creating public playlists tailored to Cultivators, Ocean Spray becomes the soundtrack to their lives.

Podcasts Abound

The number of podcast listeners has doubled in the past nine years and is projected to continue its growth. In 2020, advertisers are expected to spend an estimated \$500 million on podcast ads as predicted by Edison Research. Podcasts have become effective ways to deliver engaging messages to Cultivators because communities have formed around them. Listeners feel connected with the hosts of their favorite podcasts and are likely to trust their endorsements.

Cultivators are a diverse group. To include the interests of the majority of consumers, we will contract nine podcasts that showcase different elements of life:



- Pardon My Take** (Sports)
- Earn Your Happy** (Health)
- The Longest Shortest Time** (Parenting),
- Self-Helpless** (Women)
- The Splendid Table** (Father-
- Goal Digger** hood),
- Matt Bellasai** (Food)
- anad Jenna and Julien** (Goal Setter)

Two opportunities during the podcast are slated for endorsements: a 15 second preroll and 60 second midroll.

A Tasty Partnership BuzzFeed is known for its viral and engaging content. Combine this with Cultivators' love of food and you get Tasty. The easy-to-follow, easy-to-binge video series focuses on foods and beverages, exploring a wide range of recipes. Partnering with Tasty will showcase new,

fresh ways to use Ocean Spray products. According to Adweek, Tasty's videos reach nearly 500 million people every month. After being shared on Tasty's social channels, we will repost on ours.

AT THE CORE

Unexpected, yet strategic non-traditional methods of engaging with Cultivators keep Ocean Spray relevant in their daily lives.

SAVVY DIGITAL STRATEGY

The internet, love it or hate it, is here to stay. And Cultivators are more than okay with that. According to eMarketer, millennials are consuming almost six hours of digital media per day. The digital pie is split into three slices: three hours of mobile consumption, two hours of laptop or desktop use, and one hour on other connected devices. They live in all corners of the web and read content, browse sites, consumer videos, and interact with brands. We don't need to attract Cultivators to the internet- they're already there. To leverage this, we use three approaches to connect with Cultivators.

Website redesign:

By condensing Ocean Spray's three websites into one, we will make it easier for consumers to find the information they are looking for on both desktop and mobile sites. The simple, yet attractive design and layout of OceanSpray.coop will be the inspiration that we use for the consolidated website. This refresh will encourage the nearly 42,000 monthly OceanSpray.com unique visitors to browse the site and significantly decrease the bounce rate of 63% (bounce rate is a fancy term for visitors who leave the site immediately after landing).

We grab internet-perusers by implementing SEO and using 30 key words that will put Ocean Spray at the top of internet browsers. Once on the website, they will quickly notice information about health benefits, history of the co-op, and the other web pages which will be readily viewable from the main page. The main OceanSpray website will house approximately 50 subpages that house what were formerly on the other two websites.

Amazon:

Millennials rank Amazon as the second most relevant brand in their lives, according to the Prophet Brand Relevance Index. We use Cultivators' preference for online shopping to promote the sale of Ocean Spray products through Amazon Advertising. Keywords will generate suggestions on Amazon, search engines, and social media, acting as calls to action.

Targeting Online Grocery Sales

The Food Marketing Institute estimates \$100 billion will be spent per year on online grocery shopping by 2025. Amazon's share of the online grocery market stands at 18%, with it's most popular product category being beverages. Our comprehensive online advertising strategy will target grocery sales using Adwords and Amazon Advertising.

Online Advertising

Google AdWords:

We will use this powerful and economic tool to boost the opportunity for site visits and keep costs low by controlling cost per click rates. Display and banner ads will be generated on websites that use Google for advertising through Google's Display Network, a feature of AdWords.

oceanspray.com

oceanspray.coop

oceanspraysolutions.com

SEE OUR REIMAGINING OF THE OCEANSPRAY.COM HOME PAGE

[HTTPS://OCEANSPRAY.TK/EXTERNAL3.PHP](https://oceanspray.tk/external3.php) PASS: NSAC18Team607

SPENDING MONEY WISELY

With a budget of \$10 million, creating a robust yet economic media mix is our goal. We effectively target Cultivators in and out of home, on the go, and in stores by spending the most on traditional forms of media. The next biggest spend is on a combination of non-traditional, social, and digital media to reach Cultivators in unique ways. With a budget \$5 million, the Circle of Now would be scaled back. The city-based events, point of purchase, and out of home advertising would be eliminated; we'd rely more on traditional, nontraditional, digital strategy, and social media to connect with Cultivators.

Budget allocation

30.3% traditional
 15.6% out of home
 16.6% retainer, production costs, agency fees
 17.5% social media
 5.3% point of purchase
 6.5% events
 6.6% non traditional
 1.6% digital st

BUDGET CHART

Instagram	\$250,000	69,400,186
Youtube	\$500,000	250,000,00
Facebook	\$1,000,000	250,626,566
P.O.P.	\$526,312	-
Product Placement	\$225,000	17,820,000
Filming Commercial	\$65,300	-
Commercials	\$1,799,898	53,460,000.00
Movie Theater Ads	\$450,000	49,225,000
Station Domination	\$900,000	48,511,044
Events	\$653,660	618,792
Magazines	\$780,173	18,340,000
Billboards	\$660,000	796,407,040
Podcasts	\$30,960	720,000
Tasty	\$400,000	13,200,000
Website Redesign	\$164,000	1,239,546
Direct Mailers	\$100	-
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Agency Fees (15%)	\$1,500,000	
Contingency	\$125,000	
Retainer	\$94,597	
TOTAL	\$10,000,000	1,570,302,444