



TEAM
597

NSAC
NATIONAL ^{AD} STUDENT
ADVERTISING
COMPETITION[®]



MEDIA PLAN

The Trend Setters have grown up in a world where information is rapidly evolving, and being up to date on that information is paramount to staying relevant. These technological innovations have defined a generation. The Trend Setters live in two worlds: the real world and the digital world, a world enveloped in a 4.7 inch screen.

In order to reach these Trend Setters, we need to go into their world. For this 2017-2018 campaign, we focused both the \$10 and \$15 million budgets on non-traditional media as the cornerstone of the campaign. By targeting social media, we can create the most brand exposure while being cost efficient. Tai Pei will bring both worlds together through their year long interactive campaign.

	10 mil budget	15 mil budget		10 mil budget	15 mil budget		10 mil budget	15 mil budget
Snapchat			15-second	\$16,740.00	\$16,740.00	Promotions		
Intermittent Ads	\$120,000.00	\$120,000.00	30-second	\$21,540.00	\$21,540.00	Snap Spectacles	\$3,510.00	\$3,510.00
Discover	\$50,000.00	\$100,000.00	Sub Total	\$38,280.00	\$38,280.00	Bowl Game Sponsorship	\$500,000.00	\$500,000.00
Nationwide Geofilter	\$500,000.00	\$1,000,000.00	Food Truck			Pop-up noodle display	\$200,000.00	\$300,000.00
Local Geofilter	\$75.00	\$120.00	Truck	\$100,000.00	\$100,000.00	Foam footballs	\$11,400.00	\$22,800.00
Sponsored Lenses (face filter)	\$450,000.00	\$900,000.00	Gas	\$1,632.00	\$1,632.00	Sub Total	\$714,910.00	\$826,310.00
Sub Total	\$1,120,075.00	\$2,120,120.00	Inventory	\$12,000.00	\$12,000.00	Give-a-ways		
Instagram			Permits & Licenses	\$2,000.00	\$2,000.00	Chorks	\$8,325.00	\$12,487.50
Sponsored posts	\$329,000.00	\$658,000.00	Uniforms	\$160.00	\$160.00	Laptop Stickers	\$5,780.00	\$8,670.00
Sponsored videos	\$24,800.00	\$248,000.00	Paper products	\$1,200.00	\$1,200.00	Shirts	\$14,080.00	\$14,080.00
Sub Total	\$353,800.00	\$906,000.00	Fire extinguisher	\$400.00	\$400.00	Sunglasses	\$9,000.00	\$18,000.00
YouTube			Labor	\$180,000.00	\$180,000.00	Phone Cases	\$2,820.00	\$2,820.00
Sub Total	\$100,000.00	\$200,000.00	Labor (rivalry games)	\$21,600.00	\$21,600.00	Noodzies	\$9,400.00	\$18,800.00
Facebook			Repairs	\$4,000.00	\$4,000.00	Hats	\$6,280.00	\$12,560.00
Branded Posts	\$39,900.00	\$79,800.00	Commissary	\$3,200.00	\$3,200.00	Trip to the Great Wall		
Cost per click	\$190,000.00	\$380,000.00	Insurance	\$16,000.00	\$16,000.00	Flight & Hotel	\$2,682.80	\$2,682.80
Sub Total	\$229,900.00	\$459,800.00	Sub Total	\$342,192.00	\$342,192.00	Transportation	\$1,015.00	\$1,015.00
Pinterest			Commercials			Food	\$467.32	\$467.32
Engagement Campaign	\$26,500.00	\$53,000.00	Walking Dead	\$470,410.00	\$940,820.00	Guided tour	\$145.98	\$145.98
Website Click Campaign	\$76,000.00	\$152,000.00	Gotham	\$368,040.00	\$368,040.00	Sub Total	\$59,996.10	\$91,728.60
Sub Total	\$102,500.00	\$205,000.00	New Girl	\$270,200.00	\$270,200.00	Contingency	\$176,868.70	\$176,433.40
Mobile site			This is Us	\$713,730.00	\$713,730.00	Retainer	\$300,000.00	\$600,000.00
Original Website Content	\$30,000.00	\$30,000.00	World Series	\$520,000.00	\$520,000.00	Agency Fees & Production	\$1,500,000.00	\$2,250,000.00
Game (noodle snake!)	\$75,000.00	\$75,000.00	Sub Total	\$2,342,380.00	\$2,812,790.00	TOTAL	\$10,000,000.00	\$15,000,000.00
Sub Total	\$105,000.00	\$105,000.00	Magazines					
Music and TV Streaming			Maxim	\$175,000.00	\$262,500.00			
CW Website Streaming	\$28,800.00	\$57,600.00	Cosmo	\$276,590.00	\$553,180.00			
Hulu	\$35,000.00	\$70,000.00	Game Informer	\$237,577.00	\$475,154.00			
Spotify	\$25,000.00	\$25,000.00	People	\$357,200.00	\$714,400.00			
Pandora	\$18,000.00	\$18,000.00	ESPN	\$269,900.00	\$539,800.00			
Sub Total	\$106,800.00	\$170,600.00	Sub Total	\$1,316,267.00	\$2,545,034.00			
P.O.P.			Billboards					
Floor decals	\$124,000.00	\$124,000.00	New York City	\$320,000.00	\$320,000.00			
Freezer decals	\$5,400.00	\$5,400.00	San Francisco	\$119,000.00	\$119,000.00			
Freezer screen	\$300,000.00	\$300,000.00	Los Angeles	\$138,000.00	\$138,000.00			
Coupons	\$6,631.20	\$66,312.00	Chicago	\$78,000.00	\$78,000.00			
Sub Total	\$436,031.20	\$495,712.00	Sub Total	\$655,000.00	\$655,000.00			
Gas Station TVs								

MEDIA SCHEDULE

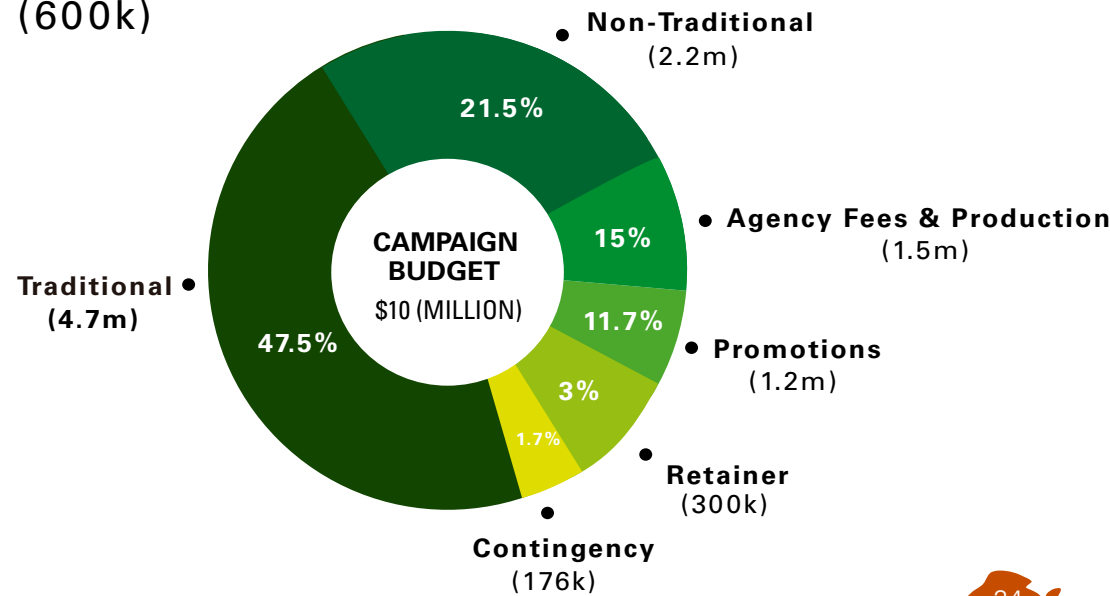
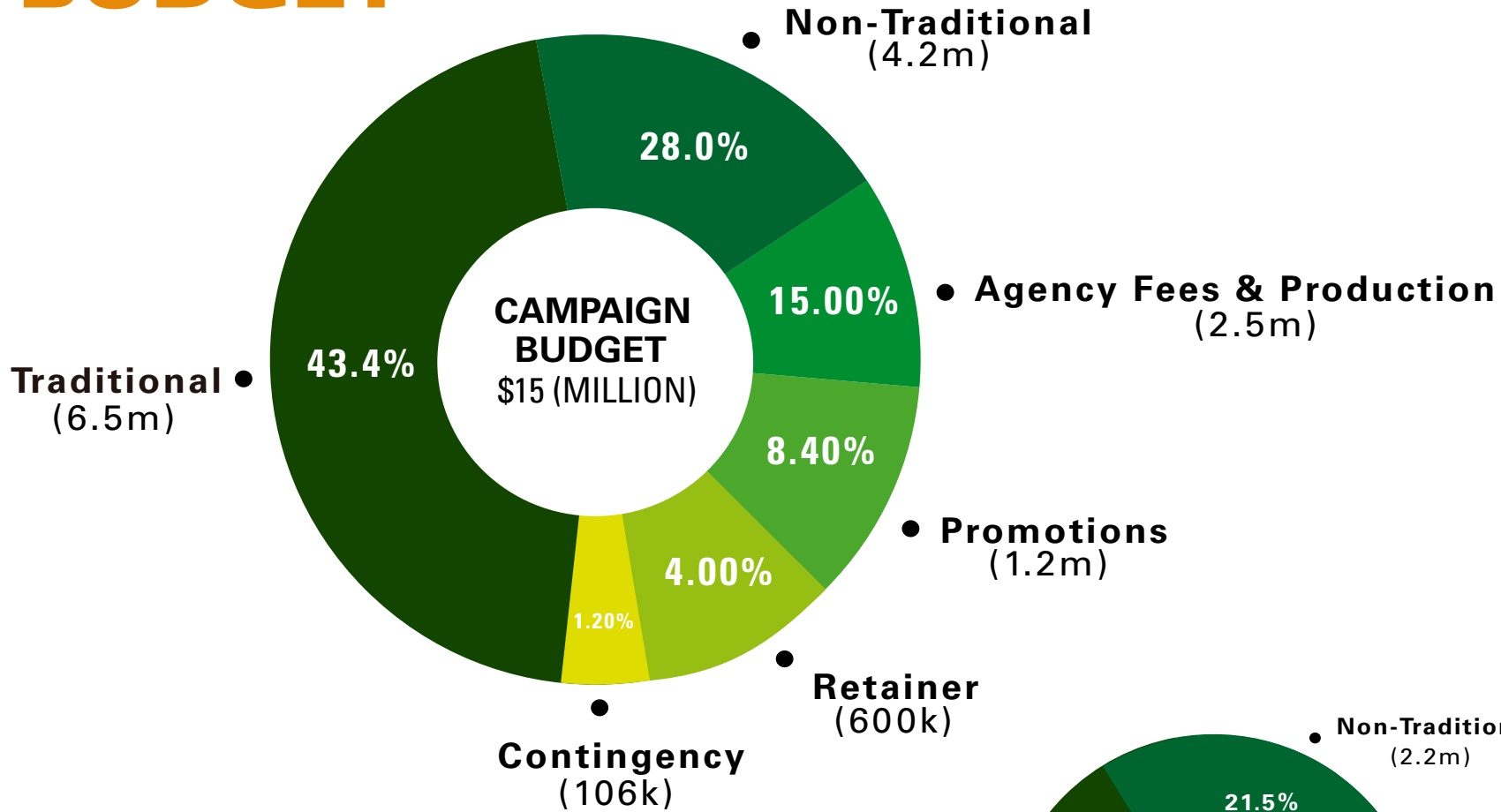
Apr 17 May 17 Jun 17 Jul 17 Aug 17 Sept 17 Oct 17 Nov 17 Dec 17 Jan 18 Feb 18 Mar 18



KEY

- \$15 Million only (Green)
- Rivalry Games (Orange)

BUDGET



BUDGET

\$10 Million

TRADITIONAL

Television	\$2,342,380.00	49.32%
Magazines	\$1,316,267.00	27.71%
Billboards	\$655,000.00	13.79%
Point of Purchase	\$436,031.20	9.18%
Subtotal	\$4,749,678.20	47.50%

NONTRADITIONAL

Digital Media	\$1,906,275.00	88.40%
Music & TV Streaming	\$106,800.00	4.95%
Mobile Website	\$105,000.00	4.87%
Gas Station TVs	\$38,280.00	1.78%
Subtotal	\$2,156,355.00	21.56%

PROMOTIONAL

Give-a-ways	\$270,595.00	24.22%
Trip to China	\$4,311.10	0.39%
Sports Bowl Sponsorship	\$500,000.00	44.76%
Food Trucks	\$342,192.00	30.63%
Subtotal	\$1,117,098.10	11.17%

Contingency	\$176,868.70	1.77%
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Retainer	\$300,000.00	3.00%
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Agency Fees & Production	\$1,500,000.00	15.00%
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TOTAL	\$10,000,000.00	100.00%
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\$15 Million

TRADITIONAL

Television	\$2,812,790.00	43.22%
Magazines	\$2,545,034.00	39.10%
Billboards	\$655,000.00	10.06%
Point of Purchase	\$495,712.00	7.62%
Subtotal	\$6,508,536.00	43.39%

NONTRADITIONAL

Digital Media	\$3,890,920.00	92.54%
Music & TV Streaming	\$170,600.00	4.06%
Mobile Website	\$105,000.00	2.50%
Gas Station TVs	\$38,280.00	0.91%
Subtotal	\$4,204,800.00	28.03%

PROMOTIONAL

Give-a-ways	\$413,727.50	32.83%
Trip to China	\$4,311.10	0.34%
Sports Bowl Sponsorship	\$500,000.00	39.68%
Food Trucks	\$342,192.00	27.15%
Subtotal	\$1,260,230.60	8.40%

Contingency	\$176,433.40	1.18%
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Retainer	\$600,000.00	4.00%
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Agency Fees & Production	\$2,250,000.00	15.00%
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TOTAL	\$15,000,000.00	100.00%
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