

# Chocolate Devil Cookies

## Media Objectives

- **Target Audience Objective:** Direct advertising to married female homemakers ages 18 to 49 who have children and a household income of about \$45,000. Target heavy users of the category.
- **Rationale:** Indices for female homemakers using the category were highest for the conditions specified. Heavy users account for 35 percent of category users and consume 27.4 percent of cookies in the category.

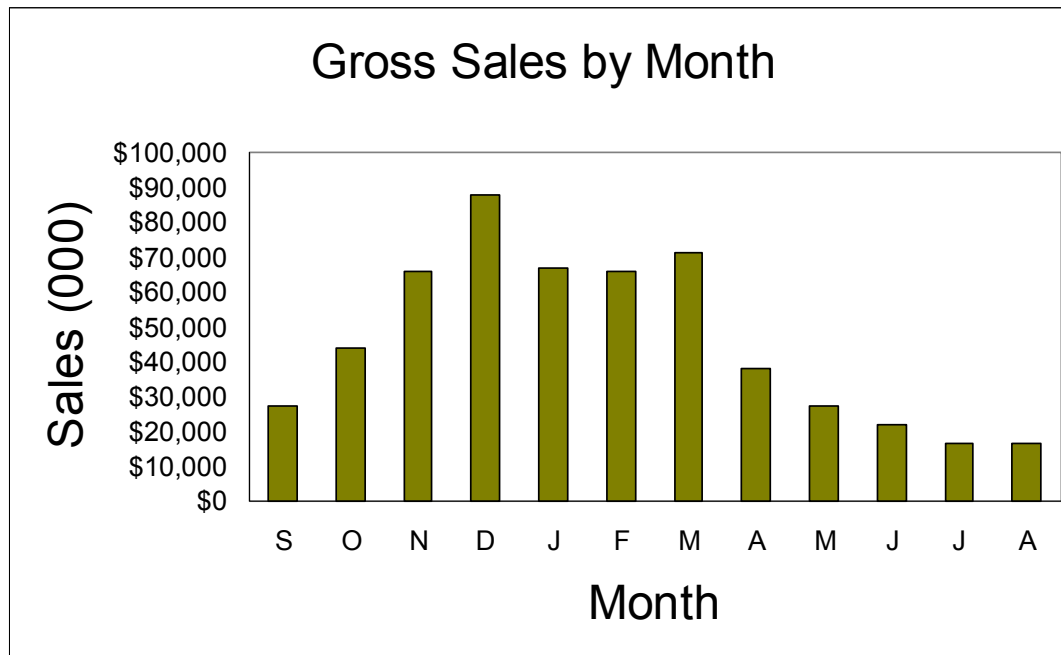
Demographic Classification	All Indices	Heavy Indices
Married	105	114
18 to 49	103	106
Any Child	108	126
\$45,000 Income	105	119

Users	Share of Users	Share of Volume
Light	35.8	6.0
Medium	35.0	27.4
Heavy	29.2	66.5

- **Geography Objective:** Concentrate advertising impressions nationally with additional spending in the original 17 spot markets and large markets in the Southeast, Middle Atlantic, and East Central marketing regions.
- **Rationale:** Since distribution of the brand will be national by the end of September, a national media campaign will create awareness of the product. Additional spending should be placed in the original 17 spot markets to defend, maintain, and increase the brand share in the markets. Other marketing regions are deserving of additional spending because they have high indices for all types of users in the category and may be profitable markets for Chocolate Devil.

Region	Light Indices	Medium Indices	Heavy Indices	All Indices
Southeast	99	102	106	102
Middle Atlantic	108	103	108	106
East Central	96	102	106	101

- **Scheduling Objective:** Schedule the highest concentration of media impressions during the first three quarters, September to May, especially from November to March. Flight advertising in the fourth quarter, June to August.
- **Rationale:** Strong sales indices are present from November to March, so advertising should be most concentrated there. There should be a strong start and a push for product awareness on a national level at the beginning of the plan. The fourth quarter is the lowest, so advertising should be flighted then.



- **Reach and Frequency Objective:** During the first quarter, reach 80 percent of the target audience an average of 3.3 times. Maintaining a frequency of 3.3, reach 50 percent of the target during the second and third quarters.
- **Rationale:** With national distribution being achieved by September, it is necessary to emphasize reach to generate awareness of the brand and its benefits. Consumers need to be made aware of the “Chocolate Devil Island” sales promotion. Reach should be a priority in first quarter. Frequency should be more important from November to March, when sales are at their highest and in the spot markets where there will be an increased noise level with Nabisco and Keebler competing there.

- **Sales Promotion Objective:** Advertise “Chocolate Devil Island” sales promotion nationally in the first quarter, September to November.
- **Rationale:** The giveaway creates a purchasing stimulus in months that have lower sales indices. Promotions for the trip allow for increased national awareness and may be catalysts for trial purchase outside of the original 17 markets. Additional attention should not be given to spot markets in this case, since users are likely already aware of the trip and do not need to be pushed to try to win.

Month	Budget Allocation	Percent of Budget
S	\$1,400,000	5.0
O	\$2,244,000	8.0
N	\$3,924,000	14.0
D	\$5,046,000	18.0
J	\$3,970,000	14.2
F	\$3,924,000	14.0
M	\$4,202,000	15.0
A	\$1,943,000	6.9
M	\$1,397,000	5.0

- **Media Budget Objective:** Achieve media objectives within a working media budget of \$28,050,000.
- **Rationale:** The budget was determined by projecting a 70 percent increase in gross sales from the \$550,000,000 the previous year and allocating 3 percent of that amount for the media plan. The budget for each month was determined by using the percent of the budget that was the same as the percent of sales for that month. Flighting the fourth quarter makes \$2,790,000 available for distribution into the other 9 months. After flighting, the five months with the highest sales should receive \$558,000 in addition to their original budget for concentrated and frequent advertising.