

Smokey Brand

Marketing Situation Analysis

Product Users

- **Current Users:** Core users of the brand are age 25 to 34. The group tends to be made up of medium to light users.
- **Rationale:** The 25 to 34 age group is the only one with indices above 125. Indices are high for medium to light users in comparison to heavy users.

Age	All Users	Smokey Users
18-24	124	120
25-34	131	134
35-44	117	110
45-54	92	105
55-64	66	66
65+	53	49

Age	Heavy Users	Medium Users	Light Users
18-24	133	105	93
25-34	102	111	135
35-44	123	105	109
45-54	97	106	96
55-64	75	85	80
65+	53	74	64

Potential Users

- **Opportunity:** Tap into the neglected Spanish speaking market with Smokey advertising.
- **Rationale:** 25.1 percent of Spanish speakers use products in the category and 12.3 percent of users in the category speak Spanish. Only 4 percent of Spanish speakers use Smokey and 11.8 percent of Smokey users speak Spanish.

User Classification	% Down	% Across	Index
All Users	12.3	25.1	115
Smokey Users	11.8	4.0	110

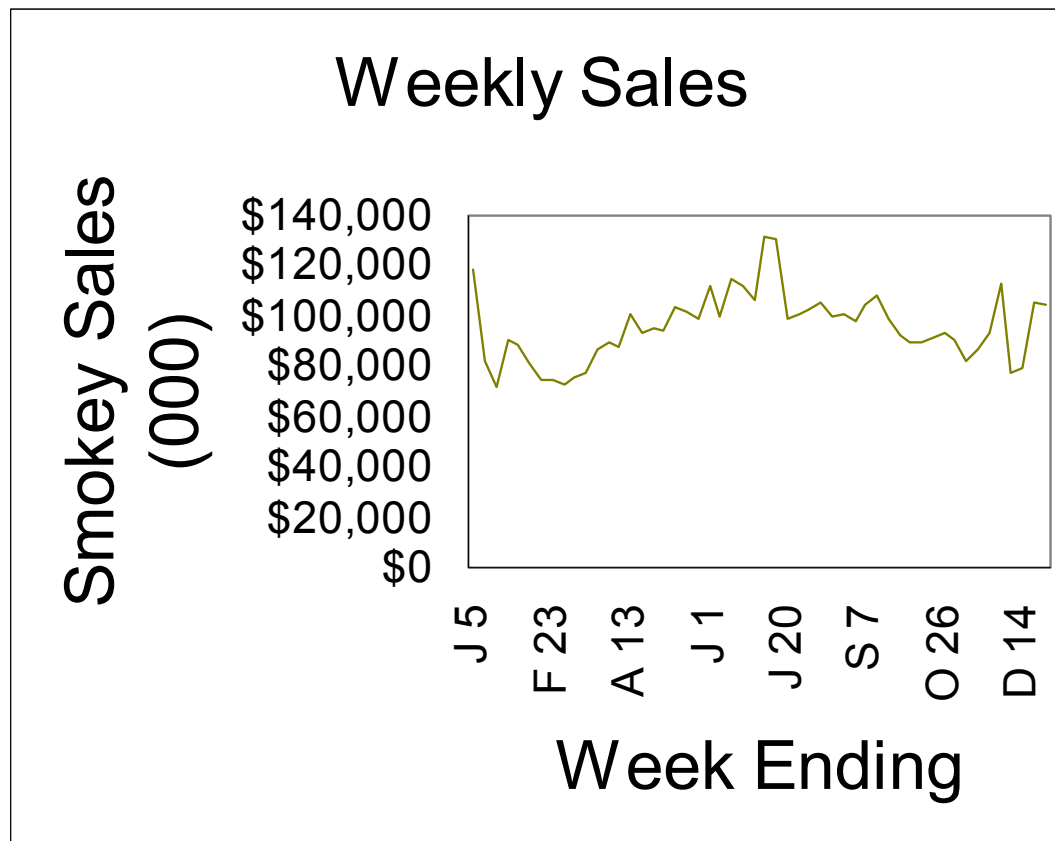
Geography

- **Opportunity:** Heavily populated metropolitan areas may be effective zones for additional advertising.
- **Rationale:** The more heavily populated DMAs have high concentrations of areas with high CDIs and low BDIs in comparison to each other, so advertising should be done to reinforce the presence and positive aspects of the brand. They also have high concentrations of areas with high BDIs and low CDIs, so advertising should be done to protect the market Smokey has in those areas.

DMA	TV HH	BDI	CDI	Difference
Chicago	3,399,460	52	127	75
Boston	2,391,830	56	143	87
Phoenix	1,561,760	191	118	73
Denver	1,399,100	218	136	82

Seasonality

- **Opportunity:** Concentrate advertising during the summer months, May to September, and around holidays.
- **Rationale:** Peak sales occur during the summer months with heavy spikes near holidays.



Competitive Environment

- **Opportunity:** Look to emulate the advertising strategy of Crimson Brand.
- **Rationale:** Smokey's market share and SOV are not proportional, while Crimson has a much higher market share than its SOV. Investigate media usage by Crimson to see how they are investing their budget.

Brand	SOV	Market Share
Crimson	17.8	36.3
Smokey	10.7	11.1