Background

The Wuzzits category continues to show little growth in 2005-06. Preliminary projections show 1.5% annual growth over 2004 sales. Raider brand sales for 2006 are expected to reach almost 39.5 million units for a 10% growth rate, achieving a 8.5% market share by the end of the calendar year. Media expenditures will be approximately $40 million for the year.

Management anticipates continued slow growth for the Wuzzits category in 2007. For the Raider brand, the marketing objectives for 2007 are:

- Increase sales by at least 10% over 2006 to 43.5 million units.
- Increase market share to 9.2%.

To achieve these objectives, management plans to implement the following marketing communication strategies for 2007:

- Use an aggressive national brand advertising campaign to increase awareness and purchase intent. Spend $50 million in media advertising targeting the primary users of Wuzzits.
- Introduce new advertising creative in 2007. The creative strategy is to directly compare Raider brand Wuzzits with its leading competitor, the Redwing brand. The messages will showcase specific benefits for choosing Raider over Redwing. The new campaign is currently being test marketed and should be ready for nationwide use by the second quarter of 2007. (The current creative campaign will continue to be used until the new creative is launched.)
- Introduce a major sales promotion effort in May and June of 2007. The goal of the sales promotion is to stimulate trial of Raider brand, particularly among Redwing users. A separate sales promotion budget of $20 million will be allocated toward this effort.
- Spend an additional $5 million in trade advertising targeting distributors and wholesalers of Wuzzits. The trade campaign is designed to inform the trade of Raider’s new creative and promotional efforts as well as stimulate participation in the sales promotion plan, particularly through increased in-store promotional efforts.
- While these efforts are primarily national in scope, Raider plans to continue to support opportunity markets, particularly during the launch of the new advertising campaign. However, no more than 15% of the working media budget should be allocated to spot markets.

Exercise 11: Writing Media Objectives & Rationale

A media objective is a clear, succinct statement of a goal. It tells what the media plan should accomplish in very specific, often measurable terms. The rationale supports the media objective with marketing facts – it tells why the objective makes sense. It is a common courtesy to the reader to label each objective.
Be sure to write a concise rationale directly below each media objective, identify it, and make it quantitative if possible. This rationale should provide hard evidence and convincing logic for your objective.

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EXAMPLE: Content and style for a media objective

**Seasonality Objective:** Concentrate advertising in the months of January – April and September – November. Flight advertising during July and August.

**Rational:** January – April and September – November are the heaviest consumption months. Consumption indices fall below 75 during July and August.

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Don’t forget: media objectives state what you plan to accomplish, not how. The “how” part, including choosing media and vehicles, is reserved for the strategy section. *Under no circumstances should you recommend a particular medium or vehicle in your media objectives.*

**Assignment**

You are the media planner for the consumer portion of Raider’s 2007 brand campaign. Sales promotion and trade promotion efforts will be handled under separate plans. Write appropriate media objectives and rationale as detailed below. Present your objectives in slide deck format with one objective (and its rationale) per page as in the Power Flight plan.

1. **Target Audience Objective(s):** Write a media objective or objectives identifying the target audience(s) for Raider brand. Review the Wuzzits marketing situation and the brand’s specific marketing objectives and strategies to profile the appropriate target(s). Should there be a single target, a single target with emphasis on a particular segment, or two targets (primary/secondary)?
2. Geography Objective(s): Write a geography media objective or objectives consistent with all marketing objectives and strategies. The key to your decision: Which of the following three options will likely provide the greatest sales increase for your brand?
   - A national media campaign.
   - A spot media campaign
   - A national media campaign with additional “heavy-up” dollars in certain spot markets.
Depending on your decision, your rationale should address the relevant facts from the situation analysis, objectives, strategies, etc. If spot or heavy-up advertising is called for, how would markets be selected?

3. Scheduling / Timing Objective(s): First, evaluate the 12 months to determine their relative importance in the advertising schedule. Write a scheduling objective or objectives stating which months should be supported with advertising dollars. If flighting is used, justify the months skipped. If heavy-up periods are needed, justify which months.

4. Reach / Frequency Objective(s): Write a media objective or objectives for reach and frequency. As part of your objective, justify which month or months should receive the high, medium, or low levels of reach.

5. Sales Promotion Objective(s): Review all the facts related to sales promotion efforts for Raider brand. For example, although sales promotion messages will be delivered through a separate media schedule, it is common to schedule brand advertising in support of the promotion schedule. Will there be any brand advertising to support sales promotion, and when should it be scheduled? Will this sales promotion support run in national media, national plus spot, or spot only?

6. Media Budget Objective(s): State the total working media budget for next year’s media plan. Include a list showing the budget allocated to each month of your campaign. Justify your monthly budgets in the rationale. If appropriate, how will be budget be divided between national and spot efforts?

7. Other Objective(s): You may include any other objective or objectives that you feel are necessary for this plan.