



2009 Media Plan Proposal

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"When you need a taste of nature"

Executive Summary:

Target Audience:

- (51.81% female, 10.83% ages 18-24)
- Tend to be health conscious, active, and lead busy lives.

Geography:

- National coverage with additional coverage in specified markets.
 - 64.22% of media dollars spent on national markets (\$6,422,230)
 - 22.3% of media dollars spent in spot markets. (\$2,230,320)

Scheduling/Timing:

- Flighting advertising throughout the fiscal year.
- National advertising in January, May and September
- Spot advertising in March, July, and November

Reach/Frequency:

- Mainly maximizing frequency because we are repositioning Nature Valley.
- Reach 75% for both national and spot markets
- Frequency 5.3 for national markets and 5.5 for spot markets

Primary Medium:

- Radio – overall spent \$980,820 in spot market and \$2,539,050 in national markets.
- **National Market:**
 - net radio night time: \$1,817,500 (18.2%)
 - net radio evening drive: \$719,550 (7.2%)
- **Spot Market:**
 - spot radio daytime: \$194,220 (1.95%)
 - spot radio evening: \$ 378,900 (3.8%)
 - spot radio nighttime:\$ 407,700 (4.1%)

Secondary Medium:

- Television- Overall spent \$2,365,860 spent in national market and \$499,500 spent in spot markets. Even though there was more money spent in Television than in radio spots, radio is still our primary medium because we purchased more GRP's.
- **National Market:**
 - TV prime time: \$1,917,900 (19.2%)
 - TV late night fringe: \$447,960 (4.5%)
- **Spot Market:**
 - TV Prime Time: \$499,500 (5%);

Other Mediums

- Magazine- Overall, spent \$752,820 in national market and accounts for (7.52% of budget)
- Keyword Internet- Overall, spent \$5,000 in national market and accounts for (.05% of budget)
- Alternative Media- Overall, spent 750,000 in national market and 750,000 in spot markets.
 - Total spent on alternative media = \$1,500,000 and accounts for (15% of the budget).

SWOT Analysis

Brand/Category Share:

Currently, Nature Valley ranks second in market share of the granola bar category. According to AIB International, a corporation specializing in research, audits, inspections and technical services for food processors, the Nature Valley has a 19.8% (107,608,912/543,300,864) market share of granola bars. Their market share ranked second behind Quaker Chewy's 23.1% (125,774,888/543,300,864). *Appendix 1*

Marketing and Advertising Objectives:

Marketing Objectives:

- Within one calendar year, increase the Nature Valley brand's market share from 19.8% to number one (over 25%) in the category of granola bars.
- Within one calendar year, increase Nature Valley sales by 20%

Advertising Objectives:

- To reposition Nature Valley as an everyday, on-the-go, healthy snack amongst 18-24 year old females within one calendar year.
- Make Nature Valley the top of mind granola bar for the target of females age 18-24 during the first calendar year.

Media Objectives:

- Achieve minimum 75% reach among females 18-24 during the first calendar.
- Maximize reach and frequency in all five spot markets.
- Achieve minimum of 5.3 frequency among the target audience during the first calendar year. (refer to Ostrow model)
- Achieve minimum of 5.5 frequency in the five spot markets for the target audience during the first calendar year. (refer to Ostrow Model)

Ostrow Model for Nature Valley Bar frequency

Marketing Factors

Total additional frequency=+.8

Established brand=-.1

- Nature Valley granola bars are a very well-known brand within the granola bar category; however, the brand has room for improvement as its direct competitor is more popular, has a higher market share, and more established.

High market share=-.2

- Currently Nature Valley has a relatively high market share within the granola bar category. Nature Valley's market share is 19.8%. Nature Valley ranks second to Quaker Chewy who has a 23.1% market share.

Dominant brand in market=+.3

- Although Nature Valley is not the number one brand in the granola bar category, it ranks second in the category. However, Nature Valley has room to improve its current market share as it seeks to reposition the granola bar to speak to a slightly different target audience.

Low brand loyalty=+.4

- While our survey discovered 36% of our subjects preferred Nature Valley, 50% preferred Quaker Chewy and 8% said they had no preference when it came to granola bars. This demonstrates there is not definitive evidence of brand loyalty for Nature Valley.

Long purchase cycle=-.2

- Granola bars are not a seasonal product and are eaten the entire year as both a breakfast food and a snack food.

Product used daily=+.3

- Nature Valley is generally eaten on a daily or at the very least a regular basis for breakfast or an on-the-go snack.

Need to beat competition=+.3

- Nature Valley currently ranks second in market share for the granola bar category; however, one of our goals is to push Nature Valley bars ahead of Quaker Chewy in terms of market share. We believe we can attain this goal by re-positioning Nature Valley bars to 18-24 year-old more urban and coastal females.

Copy Factors that Affect Frequency**Total additional frequency=+.2****Simple copy=-.2**

- We are looking to use little copy as we want to visually portray the attitude of Nature Valley bars. We are looking to visually relate our brand to our target audience in an effort to convey that Nature Valley bars are a part of our target audiences lifestyle and attitude.

New copy campaign=+.5

- We are attempting to re-position our brand to females 18-24 who are health conscious but have busy schedules and do not spend time doing outdoor recreation. We aim to show, through our creative advertising, that Nature Valley bars relate to our target audience. Although the campaign seeks to target a similar age demographic as it has in the past, the re-positioning of the brand from a granola bar for adventurous outdoors oriented people to focusing on health conscious and busy young adults acts as the re-positioning of the brand.

Image type copy=-.2

- We are looking to use strong images to show how Nature Valley relates to our target audience. These images will show the message with few words. We believe images are a more powerful tool to demonstrate Nature Valley's connection with our target audience. Moreover, we want to emphasize visual images as our target audience leads busy lives and should be able to rely solely on their visual sense to comprehend Nature Valley's advertising campaign.

Single kind of message=-.1

- We are trying to convey the singular message that Nature Valley bars relates and understand our target audience.

New message=+.2

- Our advertising is creating a new message that Nature Valley connects and relates to our new target audience. Our new message aims to speak to the young female adult who does not have the time or chooses to hike, raft or participate in other outdoor adventures but is still health conscious and enjoys being active. Although the Ostrow model recommends a (-.2) to avoid wear out, because we are repositioning the brand we believe we are going to need a high frequency for our campaign.

Media Factors

Total Additional Frequency=+1.3

High ad clutter=+.5

- The granola bar category is highly advertised and thus the brand has very high advertising clutter. Nature Valley's main competitor, Quaker Chewy bars, greatly contributes to the category advertising clutter. Additionally, there is exceptionally high advertising clutter in media in general. Furthermore, our target audience is technologically savvy and is surrounded by ads from billboards in highways to advertising on their favorite internet sites. We need a high frequency to break through to our target audience, a demographic familiar with modern technology and who is flooded by advertisements every day.

Attentiveness to media=+.4

- Our target audience is extremely attentive to media. Because they have all grown up in the computer and technology age they are not only attentive to media but utilize all media options from magazines, to radio, to television, to the internet. Although they may comfortably use these media, they are not attentive to the advertisements on these media. With increase in advertising clutter throughout media outlets, there has also been an increase in the ways people to avoid the clutter. The ability to DVR shows and have multiple internet websites open simultaneously are just a few ways in which people are able to avoid the advertising clutter. In summary, our target audience, while very attentive to media, is extremely inattentive to advertising on these media.

Pulsed or flighting=+2

- We have chosen a flighting advertising campaign. We are doing this to maximize our budget. We have also chosen a flighting advertising campaign because we want a continuous message alternating between national advertising and spot markets throughout the year.

Few media used=+.2

- We are using as many media as possible that allows us to stay within our budget and help reach our marketing and advertising goals. We will likely use radio, magazine, internet and a small amount of prime time television to reach our target audience and re-position the Nature Valley brand.

Additional Frequency:

- Marketing Factors=+.8
- Copy Factors=+.2
- Media Factors=+1.3

Frequency Goal=

- $3 \text{ (minimum effective frequency)} + (.8) + (.2) + (1.3) = 5.3 \text{ frequency}$

Target Choice and Justification

We chose to re-position Nature Valley granola bars to 18-24 year-old females. More specifically these females live in more suburban and urban settings are health conscious but do not have the time nor do they necessarily enjoy outdoor adventure. Previously, Nature Valley targeted young adults who enjoyed the outdoors and outdoor activities like hiking, canoeing, and mountain biking. Our new target uses fitness clubs and gyms to stay in shape and for their recreational activities.

Demographics:

- females ages 18-24
- Mostly college students; however some are entering the working world.

Psychographics:

- has a very hectic schedule
- health and body conscious
- exercises at the gym
- typically does not spend a lot of time outdoors
- on average, consumes granola bars 1-3 times a week
- in general chooses Quaker Chewy Bars as their granola bar of choice
- see's granola bars mainly as a breakfast bar
- enjoys watching television during prime time and late night fringe
- watches television for entertainment purposes (specific shows such as Dancing with the Stars and Grey's Anatomy)
- prefers to read fashion magazines
- listens to the radio for the music
- from suburban and urban areas
- technologically savvy

Justification for target audience:

We chose females 18-24 for a variety of reasons. According to Simmons Database, Nature Valley's top competitors include: Quaker Chewy Bars, Sunbelt Granola Bars, Kudos Bars, Kellogg's Nutri-Grain Bars, and General Mills Milk and Cereal Bars. For our top five competitors the data showed indices ranging from 105-195 in the 18-24 year old group. Surprisingly, for the Nature Valley Brand, the index rating was much lower for this age group providing an index of only 77. ***This number shows that 18-24 year olds are 23% less likely to purchase the Nature Valley brand than the general population. In other words 18-24 females had a high CDI for granola bars but a low BDI for Nature Valley. The combination of a high CDI and low BDI among a demographic often means there is potential purchasing growth among this demographic. By re-positioning Nature Valley to 18-24 year-old females, we hope to raise the BDI among the said target audience. Because the competitors indices are significantly higher (all above 105), it is evident that there is opportunity for this age group to become Nature Valley consumers rather than those of other brands.*** Also, according to Simmons Database, we have found females to be more likely to purchase granola bars than males. Because this is a consistent trend among all competitor brands, females should be specifically targeted.

Section of Simmons Database: Indices of Nature Valley and four competitors among our target audience: (18-24 year-old females) Appendix 2-5

Product	Nature Valley	Kellogg's Nutri-Grain Bars	Quaker Chewy Granola Bars	Sunbelt	Kudos
Index among females	127	116	108	116	119
Index 18-24 year-olds	77	158	110	151	195

Justification of Advertising Goals as a Result of Marketing goals:

Marketing Objectives:

- Within one calendar year, increase the Nature Valley brand's market share (from what) to number one in the category of granola bars.
- Within one calendar year, increase Nature Valley sales by 20%

Advertising Objectives:

- To reposition Nature Valley as an everyday, on-the-go, healthy snack amongst 18-24 year old females within one calendar year.
- Make Nature Valley the top of mind granola bar for the target of females age 18-24 during the first calendar year.

Justification:

Overall, our two marketing goals deal directly with increased sales and profits. To accomplish this we created specific advertising goals to accomplish our marketing goals. By attempting to re-position Nature Valley bars to 18-24 year-old females, we believe this will both increase sales and consequently help Nature Valley have the top market share of the granola bar category. As opposed to Nature Valley's current target audience, outdoors oriented young adults, 18-24 year-old females is a larger and broader demographic. ***We will take advantage of this large demographic who already have a high CDI for the granola bar category but a low BDI for Nature Valley. Essentially, our demographic are already granola bar consumers. Our goal is to re-position Nature Valley as the granola bar that best fits their personality and understands their lifestyle.*** This re-positioning advertising objective will certainly translate into increased sales and a higher market share as a large demographic, 18-24 year-old females, will begin consuming Nature Valley granola bars over their competitors. Similarly, our other advertising objective, to make Nature Valley the top-of-mind granola bar among our target audience, also seeks to directly increase sales and market share. We will accomplish this advertising objective by creating a media and advertising campaign with a high frequency (5.3 nationally and 5.5 in specific spot cities). This high frequency campaign will ensure that when 18-24 year-olds think about granola bars, Nature Valley is the first bar that comes to mind. By placing Nature Valley as the top-of-mind granola bar, Nature Valley should see an increase in sales and market share as 18-24 year-old females being buying Nature Valley bars as opposed to their granola bar competitors.

Competitive Grid

Product	Nature Valley	Quaker Chewy	Kudos	Sunbelt	Kellogg's Nutri-Grain bars
Calories	90/bar	100/bar	100-120/bar	130/bar	130/bar
# of Bars in Pack	2	1	1	1	1
Current target consumer/brand culture	Young adults who are outdoor oriented/culture of individuality adventure	Children (pre-high school) Mothers of children/anti-junk food after school snack	More toward child than adult/relatively healthy snack with candy included	Granola bar for the whole family/family values	Health conscious individuals
Key attribute	Great source of whole grain, two bars in one pack to satisfy hunger of young adult	Chewy granola bar with child flavors/great source of calcium	Whole grain granola bar with favorite candy snack on top	Inexpensive to buy in bulk	Soft granola bar with fruit filling

Identification and Justification for Chosen Competitive Category:

We chose granola bars as our competitive category. Our other option would have been the energy bar category. Nature Valley could be considered an energy bar because its whole grains re-fuels and energizes its consumers throughout the day. However, energy bars like Kashi, Balanced Bar, and Slim-Fast snack bar are not a highly relevant competition. **According to Simmons Database, Nature Valley had a higher index among 18-24 year-olds than the previously mentioned energy bars. Essentially, we saw little potential growth for Nature Valley if we positioned it as an energy bar as Nature Valley already had a high CDI and BDI when Nature Valley was grouped into the energy bar category.** Conversely, we chose the granola bar category for a variety of reasons. Nature Valley currently ranks second in market share in the granola bar category. Additionally, our target audience has a high CDI in the granola bar category but a low BDI for Nature Valley granola bars. **A high CDI and low BDI lead us to believe that there is significant potential consumer growth and subsequent increased profits if we chose the granola bar category.**

Indices among 18-24 year-olds for Nature Valley and three energy bar competitors:

Product	Nature Valley	Slim-Fast Snack Bars	Balance Bar	Kashi
Index for 18-24 year-olds	142	124	110	58

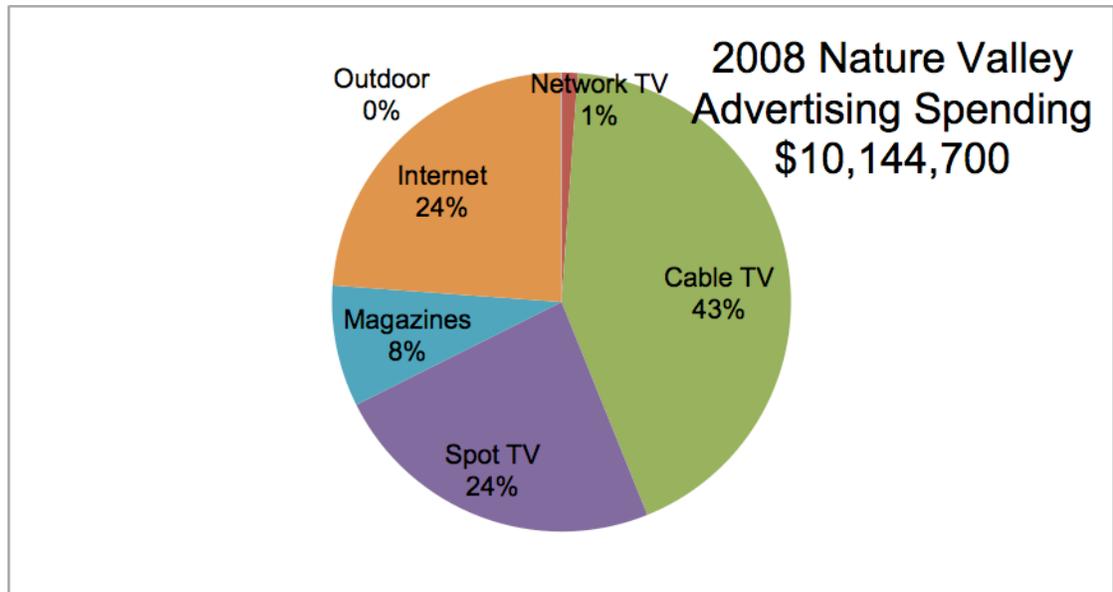
Appendix 4

**Indices among 18-24 year-old females for
Nature Valley and four granola bar competitors:**

Product	Nature Valley	Kellogg's Nutri-Grain Bars	Quaker Chewy Granola Bars	Sunbelt	Kudos
Index among females <i>Appendix 5</i>	127	116	108	116	119
Index among 18-24 year-olds <i>Appendix 2</i>	77	158	110	151	195

Current and Competitive Advertising Spending:

According to AdSpender, Nature Valley spent \$10,144,700 in advertising in 2008. They used a variety of media including Network TV, Cable TV, Spot TV, Magazines, the Internet and Outdoor. Refer to the graph for 2008 Nature Valley advertising spending.



Appendix-Nature Valley media mix (6)

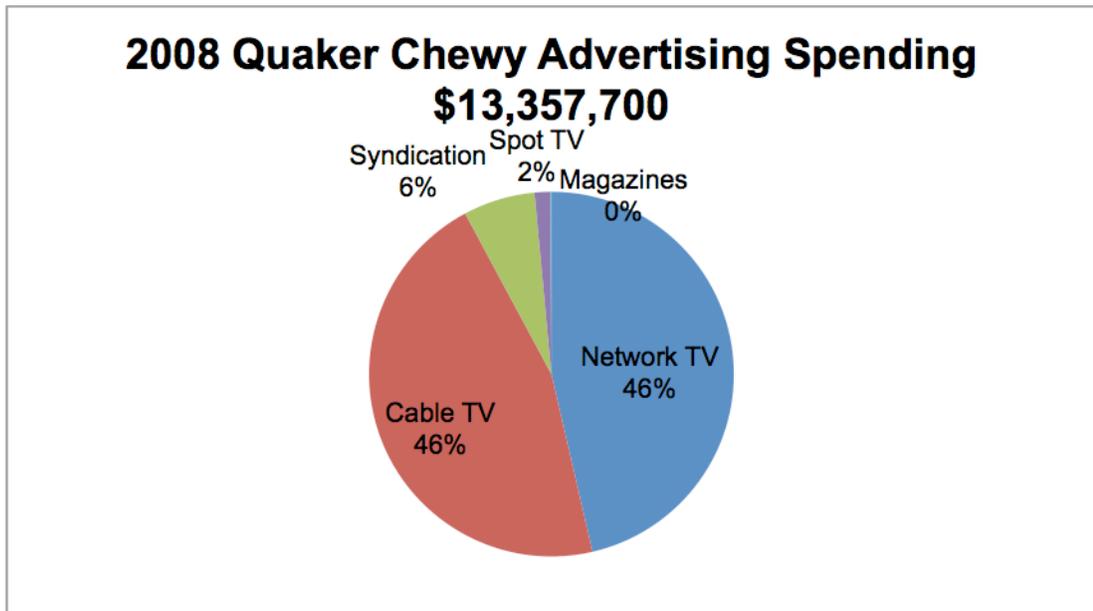
AdSpender provided advertising spending and media mix data for two of Nature Valley's competitors including its main competitor, Quaker Chewy. For overall advertising spending in 2008, Nature Valley spent \$10,144,700, Sunbelt spent \$826,000, and Quaker Chewy spent 13,357,700.

Product	Nature Valley	Quaker Chewy	Sunbelt
Dollars Spent (000)	10,144.7	13,357.7	826

Appendix 6-8

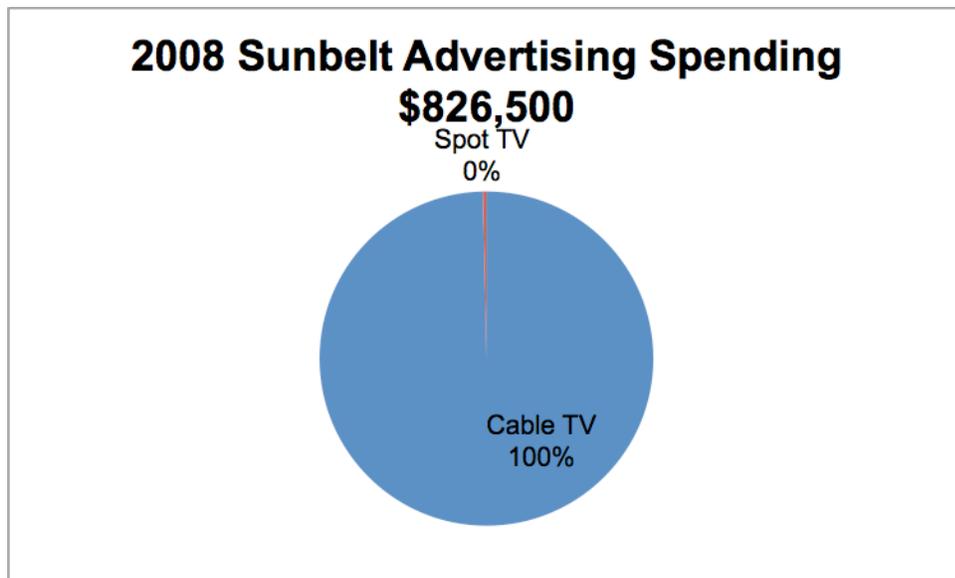
Quaker Chewy Media Mix:

Appendix 8



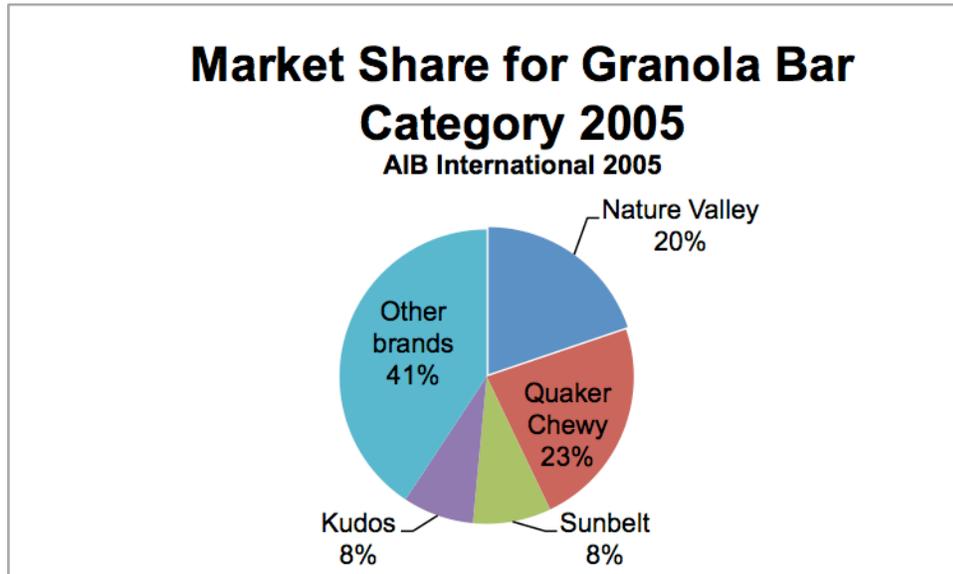
Sunbelt:

Appendix 7



Share of Voice within the granola brand:

While we could not find share of voice data for Nature Valley and its competitors, we did find market share data. Market share data strongly correlates to share of voice data thus we can conclude that a product with a significant market share has a significant share of voice. Assuming these two values are correlated, Nature Valley has the second highest share of voice in the granola bar category as it has the second largest market share.



AIB International-Appendix 1

Brief Rationale for Choice of competitors:

We chose these competitors because they are in the granola category and offer similar nutritional health benefits like low calories and whole grain ingredients. We chose the granola bar category and granola bar brands because we saw potential growth for Nature Valley in this category. When Nature Valley was compared to energy bars, another potential category, Nature Valley had the highest index among our target audience (*Appendix 4*). Furthermore, our target audience had a relatively low index for Nature Valley bars when compared to its granola bar competitors (Kudos=195, Sunbelt=151, Quaker Chewy=110, Nature Valley=77) (*Appendix*). Although females 18-24 had a low index for Nature Valley granola bars, they possessed a high CDI for granola bars. This lead us to believe that Nature Valley has the greatest potential growth if its competitors were from the granola bar category. Additionally, we chose Quaker Chewy as our main competitor because they rank first in market share among the granola bar category and one of our goals is to become number one in market share for the category by the end of the year. Overall, Nature Valley’s main competition come from other granola bars with similar nutritional health benefits like low calories and whole grain ingredients.

Creative Brief

Communication Objective:

In this campaign, we will reposition the bar to 18-24 year-old-women who may not be active in outdoor activities, but still are active physically and are health conscience. We will position the bar as a good healthy snack solution that gives women the energy they need for their busy lifestyle. During the 12-month campaign, we will communicate the message that Nature Valley is a perfect snack for busy women perhaps during their morning commute, before the gym. Overall, we wish to communicate that Nature Valley is a great on-the-go snack for busy, active, health conscience women, no matter what the environment! Nature Valley Bar is a healthy, tasty granola bar among women 18-24 because it has whole grains, is low in calories, and most importantly, it's in taste.

Brand Positioning:

Currently, Nature Valley is perceived as an outdoor granola bar, a granola bar for those adventurous, active people who enjoy the outdoors. We want to position Nature Valley as an on-the-go, healthy, tasty snack for the active women aged 18-24. When we say active women, we mean the typical college student who watches her weight, goes to the gym, and is cognizant of her body image.

Promise:

We promise an on- the –go, healthy, great tasting granola bar, that is a great source of whole grain.

Tone:

The tone of the advertising should convey confidence in the fact that our granola bar is the best and informative (in a pleasing way). It will advocate that Nature Valley is a great source of whole-grain.

Tag-Line:

“When you need a little nature”- Urban/Suburban girls live in an artificial world. They normally are not exposed to nature and are surrounded by materialistic and artificial things. Nature Valley will enable those women who are unable to be a part of nature, to enjoy a glimpse of an all natural, great tasting granola bar. (Creative suggestion: play off of things that are unnatural that our target comes in contact with frequently such as bad highlights, fake tans, etc.)

Media Objectives

Marketing Objectives:

Within one calendar year, increase the Nature Valley brand's market share (from what) to number one in the category of granola bars.

Within one calendar year, increase Nature Valley sales by 20%

Advertising Objectives:

To reposition Nature Valley as an everyday, on-the-go, healthy snack amongst 18-24 year old females within one calendar year.

Make Nature Valley the top of mind granola bar for the target of females age 18-24 during the first calendar year.

Media Objectives:

Achieve minimum 75% reach among females 18-24 during the first calendar.

Maximize reach and frequency in all five spot markets. Achieve minimum of 5.3 frequency among the target audience during the first calendar year. (refer to Ostrow model) Achieve minimum of 5.5 frequency in the five spot markets for the target audience during the first calendar year.

Seasonality Objective:

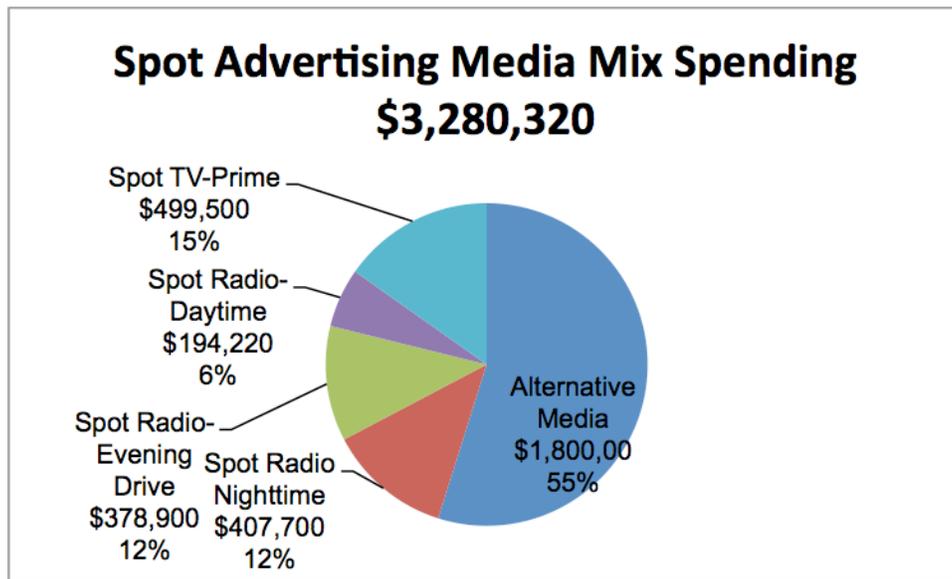
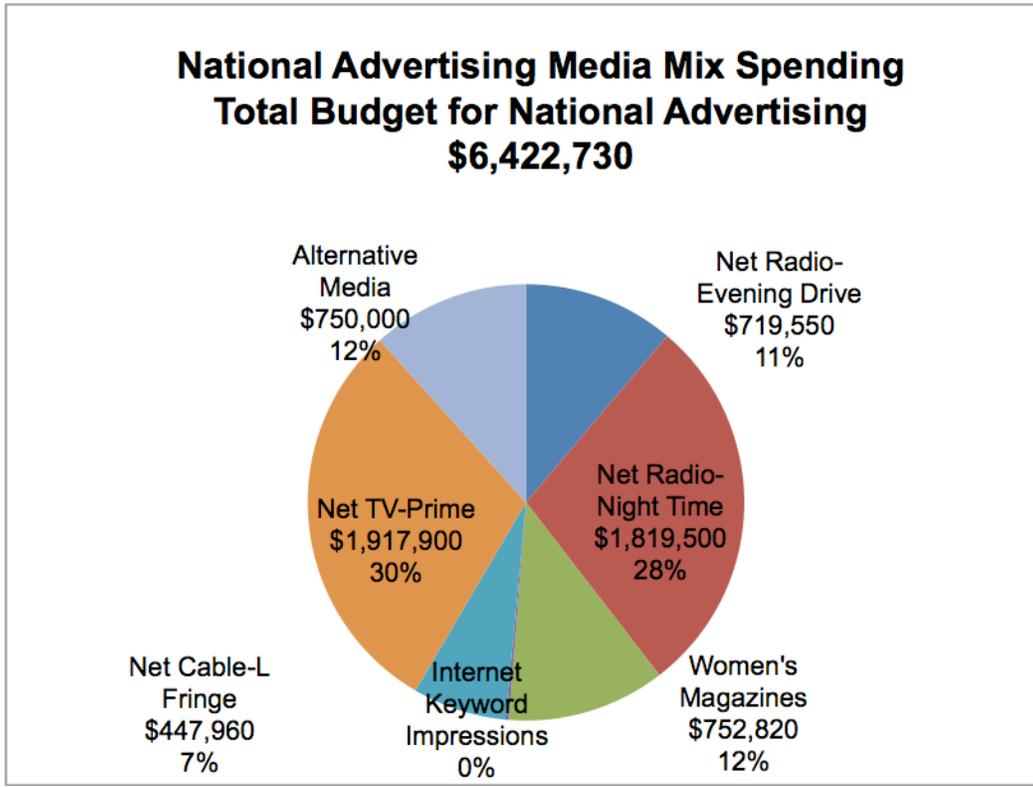
Based on our research and Simmons data, there was no indication of seasonal purchasing trends of Nature Valley or the brand category in general among our target audience. Therefore our objective is to maintain a flighting campaign throughout the year.

Geographical Objective:

In order to reposition Nature Valley to our target audience, we will advertise nationally. This will also increase market share in the region where the brand is not doing as well as its competitors, and maintain market share where the brand is doing well. We will also focus on 5 opportunity markets in which the BDI is significantly lower than the BDI of other brands.

City	BDI	BDI of competition
Philadelphia	90	212 (General Mills)
San Antonio	142	196 (Quaker Chewy)
Miami	62	134 (Sunbelt)
Chicago	60	117 (General Mills)
Dallas	68	229 (Quaker Chewy)

Media Strategy:



Radio (nighttime):

NATIONAL:

We used radio because it is a cheap medium that will be used to achieve high levels of frequency. According to our Simmons database radio is the most effective medium among our target audience. According to the data radio has an index of 189 which indicates that women aged 18-24 are 89% more likely to listen to the radio during late night drive than the average U.S population. In addition, we found that our target was 30% more likely to listen to the radio in the early evening than the average U.S population. Our quintiles suggest that radio is strong because they have high index in both the first and second quintiles. This indicates that our target is high consumers of radio as compared to the average U.S population. This provides us with good reason to frequently advertise on the radio during these times and verifies our high purchase of radio spots.

Simmons Data Table: Appendix 9

	Elements	Total	RADIO LISTENING BY DAYPART: RADIO LISTENING - ANY- CUME AUDIENCE: MON - SUN 3PM - 7PM	RADIO LISTENING BY DAYPART: RADIO LISTENING - ANY- CUME AUDIENCE: MON - SUN 7PM - MID
Total	Sample (000)	13,538	6,800	3,461
	Vert. %	109,767	60,099	31,718
	Horiz. %	100%	100%	100%
	Index	100%	54.8%	28.9%
	Base	100	100	100
	Base	100%	54.8%	28.9%
Demographics (personal information Age: 18-24)	Sample (000)	1,356	840	644
	Vert. %	12,009	8,559	6,560
	Horiz. %	10.9%	14.2%	20.7%
	Index	100%	71.3%	54.6%
	Base	100	130	189
	Base	10.9%	7.80%	5.98%

Quintiles for Radio: Appendix 10

	Elements	Radio all day Quintile 1	Radio all day Quintile 2
Females aged 18-24	Index	122	110

With that in mind, we decided that since radio is one of the cheapest mediums, we will be able to purchase a high number of GRP's during this time-slot to increase frequency and awareness of our message. We purchased 250 GRP's in nighttime radio because it coincides with our target's media consumption. We also purchased 90 in Evening Drive. Since we are repositioning the message of Nature Valley, we need to increase the frequency of our advertisements in order to continually reiterate our message that Nature Valley bars are not just for the adventurous type but are also a great granola bar for the average active woman.

SPOT: In addition to national radio, we also utilized Daytime, Evening, and Nighttime radio networks in our spot markets. We plan on advertising on local music stations because according to our surveys, approximately 100% of our respondents tune into fm radio stations. (Appendix 11) Radio is a great way to increase frequency among our spot markets, and as stated previously, our target is more likely to listen to the radio during the early evening and late night timeslots.

Key Word Internet:

NATIONAL:

We used key word internet because it is also a fairly cheap medium that will achieve high levels of reach and frequency. We believe that when our target audience uses the internet they use websites like google.com, yahoo.com and other keyword search engines. By purchasing GRP's we feel that we will expose our message to our target audience more. We would purchase words such as granola bars, granola, health bars, snack bars, energy bars, and bars. According to our quintiles, in the first quintile our target audience is 43% more likely to use the internet actively than the average U.S population. Since this appears to be a strong medium among our target we thought it would be a great way to increase our reach nationally while ensuring that our message is heard.

Simmons Data for Internet: Appendix 12

	Elements	Total	INTERNET USAGE AT HOME(EXCLUDING E-MAIL): INTERNET USAGE-USED/HOME LAST 7 DAYS?: YES
Total	Sample	13,538	6,162
	(000)	109,767	51,108
	vert%	100%	100%
	horz%	100%	46.6%
	Index	100	100
	Base	100%	46.6%
DEMOGRAPHICS (PERSONAL INFORMATION): AGE: 18-24	Sample	1,356	683
	(000)	12,009	6,979
	vert%	10.9%	13.7%
	horz%	100%	58.1%
	Index	100	125
	Base	10.9%	6.36%

Media Quintiles for Internet: Appendix 10

	Element	Internet at home Quintile 1
Female age 18-24	index	143

SPOT:

We did not purchase any internet promotions in our spot market because we felt this medium would be most efficient for our national audience since magazines tend to increase the reach on a national level.

Women’s Magazine:

NATIONAL:

Although Magazine use was not in the highest quintile, there was a decent index among our second quintile. Even though this may not be our strongest medium, we feel that women are more prone to read magazines such as Cosmo, Vogue, and Lucky than any other type of magazines. According to our survey, 88% of our respondents indicated that they read fashion magazines. (Appendix 11) Magazines are a great medium that will be used to achieve high levels of reach which is an important aspect of increasing our repositioning of the product. While it is an expensive medium, by purchasing 20 GRP’s of women’s interest magazine we feel that we are buying the minimal amount of magazine advertisements because it did not show a strong medium among our target. We would purchase in fashion magazines like “Lucky”, “Cosmopolitan”, “Elle”, and gossip magazines such as “STAR”, and “US Weekly”.

Media Quintiles for Magazine: Appendix 10

	Element	Magazine Quintile 1	Magazine Quintile 2
Female age 18-24	Index	68	108

SPOT:

We did not purchase any magazine advertisements in our spot market because we felt this medium would be most efficient for our national audience since the internet tends to increase the reach on a national level.

Net TV Prime Time:

NATIONAL AND SPOT:

We decided to purchase spots during prime time television because it is a medium that will increase our reach on a national level. Although this medium is more expensive it will achieve a high reach among our target audience. According to our survey, 58% of our respondents tune into television cable during primetime. Even though our Simmons data did show a strong media consumption among our target during Prime Time, we feel that it would be beneficial to advertise during that time slot. In addition, our Media quintiles illustrated a weak consumption among our target audience for TV consumption all day. Television programs, such as “Dancing with the Stars” and “Grey’s Anatomy” tend to have a strong national audience. If we advertised during those shows (which are primetime) we will expose our message to millions of people. According to TVWeek.com, both shows have a high rating. On Monday nights, “Dancing with the Stars” had an average rating of 12.3 during the week of November 17. In addition, on Thursday, “Grey’s Anatomy” had an average rating of 6.2 during the same week. This indicates that having our advertisements during Prime Time, we have the ability to expose our message to millions of watchers. By purchasing 20 GRP’s in Prime Time T.V we feel that we have effectively increased our reach. Since this is such an expensive vehicle, we felt that 20 GRP’s was the maximum amount of advertising we would be able to by while staying within our budget of 10,000,000 dollars.

Net Cable- Late Night Fringe:

NATIONAL:

We decided to purchase spots during Net Cable Late Night Fringe because it will effectively increase our reach and frequency among our target audience. Although, Television is not our strongest medium, according to our Simmons Data, Television during the late night fringe is an affective time slot to advertise. In addition, our survey indicates that 62% of our respondents watch late night television. With a high index and a high percentage of respondents saying they watch late night television, we agreed that this was a strong medium to invest in. By purchasing 20 GRP's in Net Cable Late Night Fringe we felt that we have effectively increased our reach. Since this is such an expensive vehicle, we felt that 20 GRP's was an appropriate amount of advertising we would be able to by while staying within our budget of 10,000,000 dollars.

SPOT:

We did not purchase Net Cable Late Night Fringe in our spot markets because we felt that this medium would be most efficient for our national audience since TV tends to increase reach on a national level. In addition, TV is an expensive medium so it is important to thoroughly budget our money.

Simmons Data for TV Late night and Prime Time Appendix 13

	Elements	Total	TV DAY PARTS (total viewing) AVG-CUME: TV LATE FRINGE (11pm-1am)	TV DAY PARTS (total viewing) AVG-CUME: TV PRIME TIME (M-SA 8-11PM/Sun 7-11PM)
Total	Sample (000)	13,538	4,750	10,837
	Vert. %	109,767	40,790	90,986
	Horiz. %	100%	100%	100%
	Index	100%	37.2%	82.9%
	Base	100	100	100
	Base	100%	37.2%	82.9%
Demographics (personal information Age: 18-24)	Sample (000)	1,356	489	1,013
	Vert. %	12,009	4,772	9,568
	Horiz. %	10.9%	11.7%	10.5%
	Index	100%	39.7%	79.7%
	Base	100	107	96
	Base	10.9%	4.35%	8.72%

Media Quintiles for TV use: Appendix 10

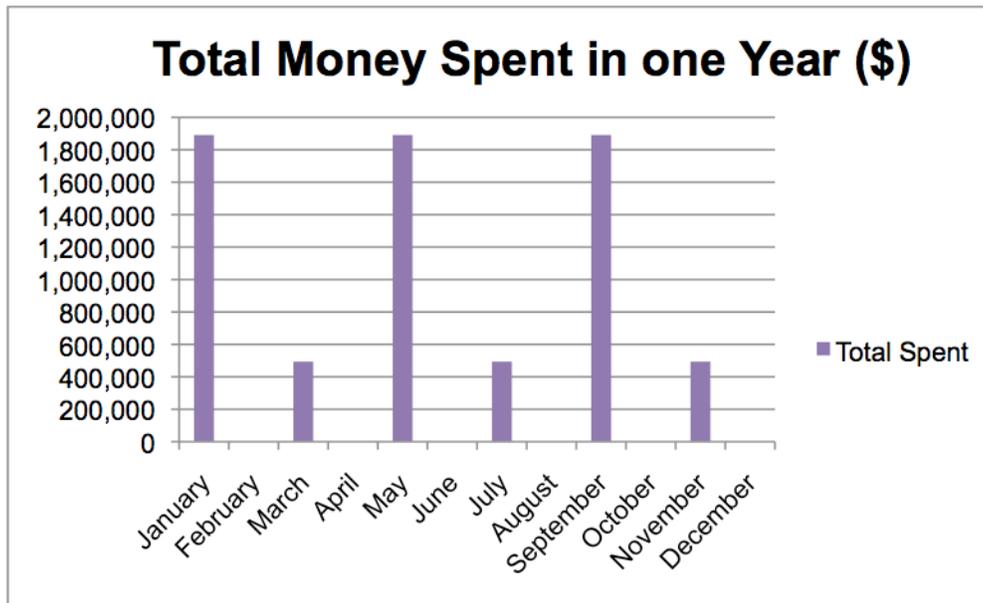
	Element	TV (all day) Quintile 1	TV (all day) Quintile 2
Female age 18-24	Index	80	91

Media Schedule:

Through Media Flight plan we only included radio for early evening and late night drives, and prime time cable as well as Net Cable Late Night Fringe. While this may not seem like we are utilizing as many media outlets as we could for our budget, we feel that radio and television are the best ways to increase reach and frequency among our target audience. In addition, we decided that since we do not have sufficient funds to purchase a large amount of GRP's in radio, it would be best if we utilized some cheaper, more effective mediums for our target audience. We thought that we should definitely advertise through social networking websites (including facebook.com, myspace.com, and linkedin.com) because our target audience, females ages 18-24, tends to spend a lot of their time on these sites. In addition, we would like to advertise through podcasts, and video on demand (VOD). We feel that these mediums will communicate more with our audience because they are more technologically savvy.

According to our surveys, Granola Bars are not considered a seasonal snack. This indicates that our advertising should be steady throughout the fiscal year. Unfortunately, our budget did not enable us to advertise consistently through every month so we chose a flighting media plan where we advertise throughout the year. We alternated our emphasis on national and spot media by campaigning in those areas approximately every three months. This ensured that there was consistent advertising throughout the year.

Graph of Media Schedule:



National:

<u>January</u>	Medium	GRP's bought	Cost (\$)	% of budget
	Net Radio-Evening Drive	90	239,850	2.4
	Net Radio-Night Time	250	606,500	6.1
	Women's Magazine	20	250,940	2.5
	Internet Keyword Impression	n/a	5,000	.05
	Net Cable Late Night Fringe	20	149,320	1.5
	Net TV Prime	20	639,300	6.4
	Alternative Media	n/a	250,000	2.5

Total **Total**
400 GRP's **1,890,910**
 (70.1 reach) X (5.7 Frequency) = 400 GRP's

<u>May</u>	Medium	GRP's bought	Cost (\$)	% of budget
	Net Radio-Evening Drive	90	239,850	2.4
	Net Radio-Night Time	250	606,500	6.1
	Women's Magazine	20	250,940	2.5
	Internet Keyword Impression	n/a	5,000	.05
	Net Cable Late Night Fringe	20	149,320	1.5
	Net TV Prime	20	639,300	6.4
	Alternative Media	n/a	250,000	2.5

Total **Total**
400 GRP's **1,890,910**

(70.1 reach) X (5.7 Frequency) = 400 GRP's

National (continued):

<u>September</u>	Medium	GRP's bought	Cost (\$)	% of budget
	Net Radio- Evening Drive	90	239,850	2.4
	Net Radio- Night Time	250	606,500	6.1
	Women's Magazine	20	250,940	2.5
	Internet Keyword Impression	n/a	5,000	.05
	Net Cable Late Night Fringe	20	149,320	1.5
	Net TV Prime	20	639,300	6.4
	Alternative Media	n/a	250,000	2.5

Total
400 GRP's
(70.1 reach) X (5.7 Frequency) = 400 GRP's

Total
\$1,890,910

Spot:

<u>March</u>	Medium	GRP's bought	Cost (\$)	% of budget
	Spot TV Prime	50	166,500	1.67
	Spot Radio Daytime	65	64,740	.65
	Spot Radio Evening Drive	150	126,300	1.26
	Spot Radio Nighttime	150	135,900	1.36

Total: Total
415 GRP's \$ 493,440

(73.9 reach) X(5.6 frequency) = 415

<u>July</u>	Medium	GRP's bought	Cost (\$)	% of budget
	Spot TV Prime	50	166,500	1.67
	Spot Radio Daytime	65	64,740	.65
	Spot Radio Evening Drive	150	126,300	1.26
	Spot Radio Nighttime	150	135,900	1.36

Total: Total
415 GRP's \$ 493,440

(73.9 reach) X(5.6 frequency) = 415

<u>November</u>	Medium	GRP's bought	Cost (\$)	% of budget
	Spot TV Prime	50	166,500	1.67
	Spot Radio Daytime	65	64,740	.65
	Spot Radio Evening Drive	150	126,300	1.26
	Spot Radio Nighttime	150	135,900	1.36

Total: Total
415 GRP's \$ 493,440

(73.9 reach) X(5.6 frequency) = 415

Alternative Media Rationale

VOD

Young women care about customization and interactivity. Our target is always on-the-go, but still passionate about their interests. When it comes to their favorite TV programs they stay in tune, but in a less traditional way. While DVR is popular, our target audience is made-up of students and young women who have entry-level positions in the workforce. VOD gives young women the ability to watch their favorite programs free of charge!

Hulu.com

Hulu is the future of online webisodes. The website allows visitors to stream and download TV shows and popular clips from a variety of network and cable stations completely for free. Hulu users praise the site for its quick uploads and slick video presentation. The website has an 107 index rating for young adults.

CWTV.com

The CW is one of the most popular networks among young women with popular shows such as One Tree Hill, America's Next top Model, Gillmore Girls, 90210, and Gossip Girl. This website is a top 5,000 site that reaches over 994,000 U.S. people with an index of 169 towards Gen Y audience.

MTV.com

This website features free webisodes of the popular shows The Hills, MADE, and coming soon The City and Bromance, which is sure to attract the same demographic of young adult women. By allowing viewers to tune the shows for free, fans don't have to worry about missing their programs because of their social calendar and their professional responsibilities. It skews an index of 137 towards generation Y users.

Podcasting

Although radio is still a daily part of our target's media diet and is an integral part of our media mix, this generation of media consumers is sometimes referred to as "the ipod generation." In fact, podcasting is one of the fastest growing digital technologies available to consumers today. Currently, 2/3 of young adults in this country listen to podcasts. Most of their downloads consist of free TV downloads and radio programs, which is why we have chosen to include sponsorship of video podcasts into our Media Mix.

Bestofyoutube.com

This podcast ranks at #4 in most downloads and attracts the young adult demographic, including women 18-24.

VH1 Best Week Ever

This podcast features celebrity gossip and is popular among the young adult market, and is also free of charge to download. It is ranked as one of the top 10 downloads on itunes.com.

E! The Soup

Similar to VH1's Best Week Ever, this show focuses on recaps of various pop culture and reality TV show moments of the week. The Soup is very popular among the young adult crowd for its comedic and satirical approach to current events. The television show has an index of 143 with Generation Y.

Social Networking

Many would say that social media is more than just a trend and that it is here to stay. The major success behind social networking sites is the participation and utilization of the sites by young adults. In order for Nature Valley to become top of mind with this target audience, the brand needs to take advantage of social networking sites.

Myspace.com and Facebook

Now even products have their own My Space page and Facebook profile! Young consumers "friend" brands to show that they are users and like the brand. These websites allow brands to communicate by means of video, images, and music in order to identify and express themselves. This is a perfect way to express the newly positioned Nature Valley free of cost!

Youtube.com

Youtube.com has attracted 500,000 user accounts and traffics about 69 million visitors per month. With over 150,000 videos being uploaded per day, marketing opportunities are endless with Youtube! We will make a Nature Valley you tube channel which will allow fans to posts comments and view our commercials.

Cinema Marketing

Movie theatres are a favorite among young crowds, especially in economic downtimes. It provides a cheap way to spend time together with friends. In addition, females tend to be the most influenced by this type of advertising- as recorded in a recent marketresearch.com survey. Our spot markets and the surrounding areas will see Nature Valley on the big screen, with a captivate audience! It is a great way of advertising in those 5 urban cities of focus!

College Newspapers

This is another cheap and easy way to increase reach and frequency among our target audience in our spot markets! It is estimated that 82% of college students read their college newspaper. With such a large part of our target demographic reading these newspapers every day, it is just another way we can effectively reach female college students.

The University of Miami: The Miami Hurricane

As UM's award-winning student-run newspaper, The Hurricane reaches an audience of over 20,000 readers via 10,000 printed copies of its Monday and Thursday issues and its Website, TheMiamiHurricane.com. With the UM community pumping over \$3.9 billion into the South Florida economy every year, the Hurricanes are a demographic not to be missed.

University of Texas at Dallas: The UTD Mercury

The Mercury publishes 7,000 copies every two weeks which are distributed to all buildings on campus. It reaches not only the 14,000 students and has low rates. Insert are also a possibility at the low rate of 80\$ per thousand.

University of Pennsylvania: The Daily Pennsylvanian

This college newspaper reaches 24,000 students. It is published Monday through Friday and is available free at all high traffic areas throughout campus. With 83% of the college community reading the newspaper, this is a great publication to use when reaching the Philly college student.

Temple: The Temple News

The Temple News reaches all 34,000 students and members in Temple University's six campuses. It is published weekly with a distribution of 10,000 issues every Tuesday. With a 99 percent pick-up rate, the value of advertising is high because one ad is guaranteed to be seen more than once.

The University of Illinois: The Illni

Since 1871, The Daily Illini has been a mainstay on the University of Illinois campus and has grown into one of the country's largest student-run newspapers. Distributed free throughout Champaign-Urbana, The Daily Illini provides the campus community with its number one source for news, sports coverage and commentary, and public opinion. Another cheap and effective way to reach urban young women within the Chicago market.

San Antonio College: The Ranger

The Ranger is a great way to target our audience in San Antonio. It is available free in distribution boxes on campus each Friday during the school year, and the newspapers remain available until Thursday of the following week. The San Antonio College reading audience includes thousands of San Antonio College students and all Alamo Community College students. Because it is a weekly paper that is available until Thursday, this very cheap and the ad will be seen everyday throughout the week.