

ADPR 3120: Media Planning

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Executive Summary

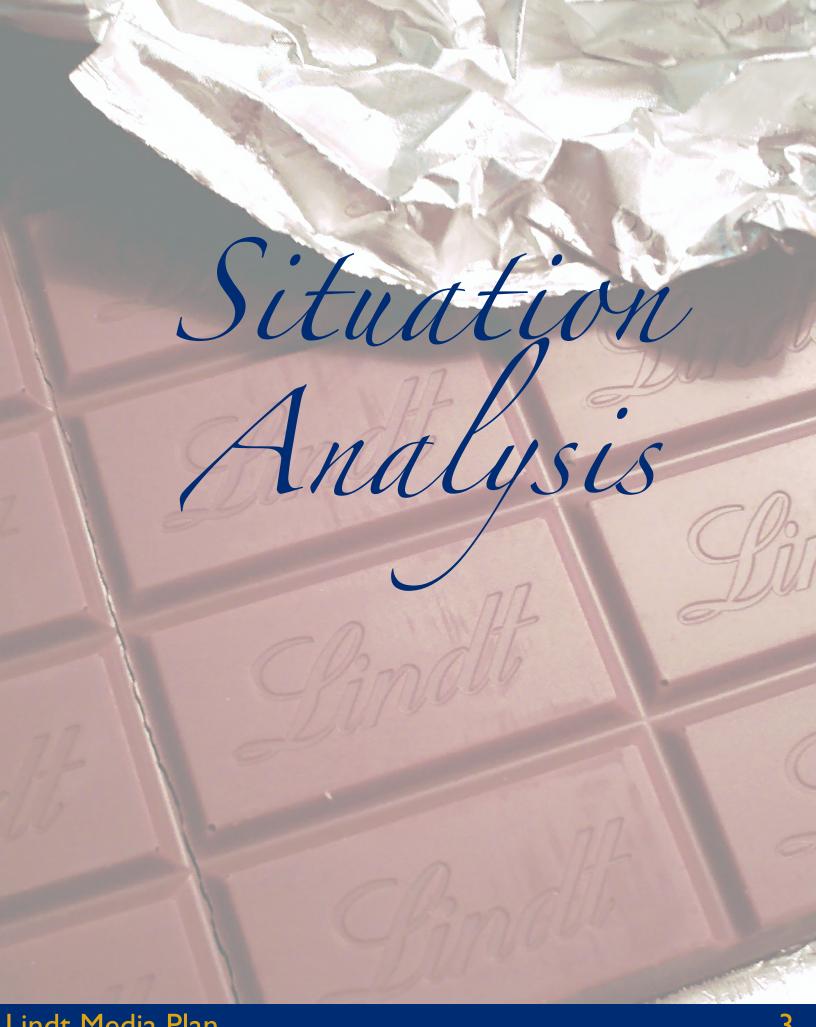
Lindt's aim is to increase brand awareness from their current national levels of 12% to levels exceeding 22%. Second, Lindt has charged its marketing team with a dialogue objective in order to create a more well-defined brand personality. The most effective way to achieve this is to create ongoing dialogue based on consumer needs, wants, and lifestyles that results in long-lasting relationships with the brand. Through effective advertising placement and timing, target market demographics and purchase behaviors taken into account, Lindt will be able to achieve the goals it has set for its marketing team.

Rather than the classic 4 P's, Lindt's view of addressing the marketing problem fits better with Robert Lauter-born's four C's. This is a more consumer-oriented version of reaching niche target markets rather than using mass marketing. Using the 4 C's would be most beneficial to analyze the brand development index and category development index in various markets, then target the "Cafe cache" markets with the highest estimated value. After assessment, the five target markets are Chicago, Illinois, Minneapolis-St.Paul, Minnesota, Miami-Ft. Lauderdale, Florida, Orlando-Daytona Beach-Melbourne, Florida, and Albany-Schenectady-Troy, New York.

Lindt's target market for this campaign has been defined as women ages thirty-five to sixty-four, college-ed-ucated, with expendable income. These women typically purchase chocolate, specifically premium chocolate, at higher levels than any other demographic. Those who make up Lindt's target demographic enjoy "treating themselves" with luxuries as extravagant as world travel and more affordable luxuries like premium chocolate.

Seasonality is an important aspect for marketing the brand efficiently. Since chocolate is seen as indulgent, chocolate sales are high during the seasons which customers are more inclined to "treat themselves". Lindt's strongest sales months fall within the winter and spring months with sales highest around the Christmas holiday season, Valentine's Day, Easter, and Mother's Day. The weakest months are in the summer and fall months. Since the chocolate sales are so elevated during these months of the year, Lindt changes their chocolate bar packaging to holiday-oriented wrapping or bundles, depending on the holiday.

Conclusively, this plan meets or exceeds the frequency and reach goals that will allow Lindt to meet the benchmarks it has set for itself. Lindt's national campaign will achieve it's goal of 70-90% reach with active involvement in the five target markets. Careful adherence to the plan set will put Lindt in a good position to increase brand awareness and further communicate its value to its customers.



This plan was developed by Lindt & Sprüngli in hopes to raise their brand awareness from 12% to 22% by the next year, and then again to 35% the year after. They also wish to achieve national distribution in 90% of food and convenience stores. Additionally, they aim to achieve a reach of 70-95.

Premium Chocolate Market

The chocolate industry in general is currently in excellent shape; chocolate sales last year exceeded \$20.5 billion, a total that is expected to rise even higher in coming years. Sales are projected to jump from \$21.2 billion in 2015 to \$21.7 billion in 2016, and to \$22.4 billion in 2017.U.S. It is very realistic to say chocolate is expected to sell well, at least for the foreseeable future.

According to a report from Packaged Facts, though everyday chocolates like Kit Kat and Hershey's Bars still make up 82.5% of chocolate sales in retail establishments, premium chocolate sales are growing far more quickly than their common counterparts when measured by dollar, by unit, AND by volume.

Sales figures from the April 20, 2013-April 20, 2014 fiscal year indicate that total premium chocolate sales profits increased 4.8% from the previous year while non-premium chocolate sales only increased 3.8% over the same period of time. "Sales are up 12% for the premium-focused Lindt, according to IRI mass-market sales tracking for the 52 weeks ending April 20, 2014, compared with only 4% growth for the overall U.S. chocolate candy market, according to Packaged Facts estimates in a recent Chocolate Candy in the U.S. report In July 2014" (Sprinkle, 2014).***

The most telling statistics, however, are:

- Premium chocolate sales increased 5.7% in that fiscal year compared to non-premium chocolate sales,
 which increased only 1.3%,
- Premium chocolate volume sales increased 4.6% over the year-long period while non-premium chocolate volume sales experienced no increase.

This data indicates an increasing number of people are trying premium chocolate. Whether that results from premium chocolates' health benefits, more innovative flavors, or any other reason is not known, but it is widely believed that it's a result of the increased accessibility of premium chocolate.

*** Sprinkle, D. (2014, July 23). How will Lindt's acquisition of Russell Stover change the U.S. premium chocolate segment? Retrieved April 27, 2015, from http://www.candyindustry.com/blogs/14-candy-industry-blog/post/86340-how-will-lindts-acquisition-of-russell-stover-change-the-us-premium-chocolate-segment.

Company: Lindt

Lindt & Sprüngli is a large premium Swiss-born chocolate company that prides itself on their chocolate bars made with, high quality ingredients. With a rich history and a master swiss chocolate it's no surprise that Lindt is highly popular among few top competitors.

In 1845 Lindt & Sprüngli began when father and son manufactured solid chocolate in their small confectionery Sprüngli & Son. While the company has experienced many different eras, the entrepreneurial spirit and passion for making chocolate has never faltered. Rudolph Lindt invented the first truly melting chocolate and then sold his business to Sprüngli. His "melting chocolate" soon achieved fame, and contributed significantly to the worldwide reputation of Swiss chocolate. Since 1986, the shares of Chocoladefabriken Lindt & Sprüngli AG are on the stock exchange in Switzerland.

Lindt and Sprüngli is a leader in the market for premium quality chocolate. Throughout the 170 years that Lindt has been around, they are still flourishing with eight production sites in Europe and the US. They also have various distribution and sales companies around the world. Their local and regional brands include Ghirardelli, Russell Stover, Caffarel, Hofbauer, Whitman's, Pangburn's, and Kufferle.

The Lindt brand is present in 80 countries worldwide. They are known all over the world for their unique taste and fine melting texture. They are passionate about their product and stand for uncompromisable quality. All of their chocolates offer different characteristics, satisfying every taste. Under the Lindt brand is Lindor, Excellence, Gold Bunny, Lindt Teddy, Hello, and Creation. Lindor specializes in truffles, Excellence offers chocolate bars with a very high cocoa content as well as a variety of unique flavors, Gold bunny is an icon for Easter, Lindt Teddy is an icon for Christmas, Hello is a contemporary chocolate bar, and creation is a combination of multiple textures and flavors of chocolate. Prices range from \$2.25-\$3.00 per bar.

Lindt positions their product as a supreme gourmet chocolate with fine textures, smells, and flavors. They position their company as having master chocolatiers, as displayed on their web page. They emphasize that the enjoyment of Lindt chocolate is best enjoyed using all of the senses. Consumers know that whenever they buy Lindt chocolates, they're buying premium chocolate bars that don't sacrifice quality.

Lindt is confident that they have met their marketing objective of meeting customers wants and needs by focusing on their premium, high quality product. A quote from Mintel states, "Between Lindt/Lindor, Ghirardelli, and Russell Stover, Lindt now has great coverage across the chocolate spectrum in the US."

Competition

Given the characteristics of Lindt, their direct competitors fall under premium chocolate bars. According to trends found on Mintel, MRI and the extensive list of competitors on Kantar, a select few were closely and directly related to the brand: premium bars (as opposed to truffles or candies). Competitors for the Lindt Excellence Chocolate bars have high quality, premium products similar to the Lindt company. These include Dove, Ghirardelli, Godiva, and Hershey's Premium. All of these brands emphasize the sophistication and high quality ingredients that go into making a premium chocolate.

According to the Competitive Expenditure Analysis, Lindt allocates most of their expenditures in magazines, as do Godiva and Ghirardelli. However, Lindt utilizes all media except Network TV, whereas Godiva only advertises in magazines. Ghirardelli (owned by Lindt) uses some internet display in addition to magazines. Dove's advertising hot spots include Cable and Network TV, with some Internet display. Hershey's spends little advertising money, but when they do it all goes toward Internet display. In sum, Lindt, Godiva and Ghirardelli all use magazines as their primary media, Dove uses Cable TV and Hershey's uses Internet display.

Lindt, Dove, Ghirardelli, Godiva and Hershey's premium position themselves very similarly. They all define themselves as signature, premium and indulgent and have mission statements that indicate their use of the most quality ingredients (Cocoa Beans and Cocoa Butter). Both Dove and Ghirardelli, which is owned by Lindt, use a tag line so similar that they are nearly identical. Ghirardelli's is "The Ghirardelli Difference" and Dove's is "The Chocolate Difference." By "difference", the brands are referring to taste and quality. Ghirardelli, as well as Hershey's premium, emphasizes their brand's environmental sustainability in terms of ingredient selection and usage. Godiva is similar to Lindt in terms of shops and retail. Godiva has over 150 boutiques worldwide, while Lindt has 60 cafes in over 28 markets. Although all the brands position themselves as luxurious, high-quality chocolates, they each have unique characteristics that make them distinct from their competitors. Dove is well-known for their "Dove Promises", which are inspirational quotes inside of the candy wrappers and they emphasize making time for yourself with Dove ("My moment"). Ghirardelli is America's longest continuously operating chocolate manufacturer and has established its position as America's premium chocolate company (Ghirardelli.com). Lindt stands out with unique flavors such as bars infused with Orange, Mint, Chili, Coconut, Pear, Cherry and Pistachio. Hershey, in general, takes less of a premium stance and focuses more on community ("Shared Goodness") and positions themselves as an everyday indulgence.

Competitive Spending Analysis

Among its competitors, Lindt is the second top spender in advertising. Hershey's spends the most in advertising, spending an large amount of \$17,793,100 which is more than half the total spending on advertisements of all the brands combined. Among it's competitors, Lindt is a top spender in advertising. From there, spending is next highest in the cable TV category, then Spot TV, Internet display, network TV, business-to-business, and the least spent on online video. None of the companies spend money on Spanish Language Network TV, Syndication, Network Radio, Internet Search, Sunday magazines, Hispanic magazines, Newspapers, Local magazines, Local radio, national spot radio, or outdoor advertisements.

Chart I

Dollars in \$(000) Competitive Spending Chart

Brand	Total	Net- work TV	Cable TV	Syn- dica- tion	Int. Dis- play	Online Video	Maga- zines	B-to_B	Spot TV
Dove	2,233.2	348.9	1,775.4		108.8				
Ghirardelli	5,652.4				72.8		5,579.6		
Godiva	101.4						101.4		
Hershey's	17,793.1	1,893.8	9,122.5	6,728.5	.380			7.2	40.8
Lindt	11,416.7		45.2		70.6	4,879	10,800.2	13.2	482.6
Total	37,196.8	2,242.7	10,943.6	6,728.5	252.6	4.9	16,381.3	20.4	523.4

Share of Voice

Hershey's has the highest share of voice among competitors in the market for premium chocolate bars. Then Lindt arrives second. They are responsible for about 31% of overall spending. Dove dominates TV because they are responsible for 100% of the activity for network TV and about 98% of cable TV activity. Lindt dominates Online video and spot TV completely with 100% of the activity in each. They also lead in magazines and business-to-business advertising. Godiva has the lowest share of voice and doesn't control more than 1%.

Lindt's share in Online video is at 100%, making Lindt the sole premium chocolate brand for this medium. Of Ghirardelli's total share of voice, this brand has a near even split between Magazines and Internet Display (33.45% and 28.82% respectively).

Figure I

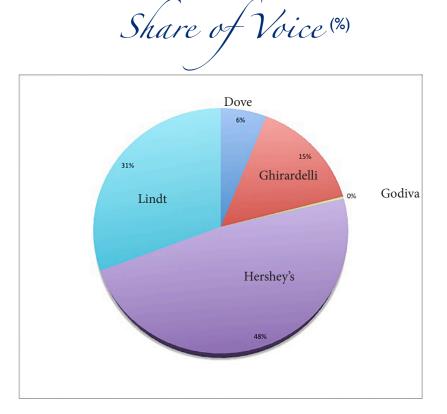


Chart 2



Brand	Total (\$\$\$)	Net- work TV	Cable TV	Syndi- cation	Int Dis- play	Online Video	Maga- zines	B-to-B	Spot TV	Total
Dove	2,233.2	15.62	79.50		4.87					100
Ghirardelli	5,652.4				1.31		98.69			100
Godiva	101.4						100			100
Hershey's	17,793.1	10.64	51.27	37.81	0.001			0.04	0.23	100
Lindt	11,416.7		0.40		0.62	0.04	94.60	0.12	4.23	100
Total	37,196.8	1.81	9.43		1.31	0.03	84.83	0.11	2.50	100

Media Mix

Lindt spends it's advertising in magazines, spot TV, Internet display, Cable TV, business-to-business, and Online video, making it the second brand that spent it's advertising across the highest number of media behind Hershey's. Lindt spends most of it's advertising, 94.60% of its media mix, in magazines, which half of its competitors use with the exception of Dove. Advertising in magazine is dominated by Godiva with 100% of their media mix, Ghirardelli with the second most (98.69%), and then Lindt.

The other advertising vehicles in Lindt's media mix are (in order from greatest to least) spot TV, Internet display, cable TV, business-to business-advertising, and Online video. Lindt is the only brand in certain advertising vehicles such as spot TV and Online video. Second to magazines, Cable TV is the next used medium in the premium chocolate category. While the use of cable TV advertising is only 9.43% of the media mix across the five brands, Dove was the top brand in the medium (79.50%). In addition to leading in the cable TV medium, Dove also spends the highest in network TV (\$1,775,428). While Lindt's business-to-business advertising only accounts for .12% of their media mix. Online video, business-to-business, and network TV are not very popular among Lindt's competitors, totaling less than 3% of the media mix.

SWOT Analysis

Strengths	Weaknesses
Lindt offers many flavors, which is the number one reason for the growth in premium chocolate sales. Front runner in the premium sales category. Lindt has a quality brand image as a "specialty" chocolate. Lindt brands itself as a higher quality of chocolate, made with more high quality ingredients.	Lindt and premium chocolate bars, as a whole, are relatively expensive. Lacks awareness especially among some users, men and consumers younger than 18. Minimum opportunities to engage with consumers; interactive.
Opportunities	Threats
Expand into a more global setting. Availability of digital platforms; introduce a more personalized way of purchasing chocolates customizing a bar or its packaging. Increase the number of Cafes.	There are several other premium chocolate brands or brands that have a premium type of chocolate. Health-conscious consumers who may not see the value in chocolate because of the issues of obesity.



Marketing Objectives

Lindt's marketing objectives for the 2016 calendar year are:

- Increase total Lindt chocolate sales by 2%
- Increase national distribution to 90% of US food and convenience store outlets within 3 years
- Maximize brand growth in 5 out of the 10 Café. The 5 markets were selected in the BDI/CDI analysis shown below.



	Markets Markets	BDI	CDI	EV
	Albany-Schenectady-Troy, NY	119	100	7.95%
	Buffalo, NY	87	88	5.68%
0	Burlington-Plattsburgh,VT-NY	89	100	5.60%
	Charlotte, NC	116	102	7.75%
	Chicago, IL	105	103	22.56%
	Cincinnati, OH	101	93	7.21%
	Miami-Ft. Lauderdale, FL	106	111	12%
0	Minneapolis-St. Paul, MN	88	98	13.42%
	Orlando-Daytona Beach-Melbourne, FL	82	88	10.10%
0	Portland-Auburn, ME	97	92	6.72%

BDI/CDI Analysis

The markets with both high CDI and high BDI are Albany-Schenectady-Troy, NY, Chicago, IL, Burlington-Plattsburgh, VT-NY, and Miami-FT. Lauderdale, FL. because they are above average in both category and brand indexes. Since both the category and brand are doing well, the market is promising and advertising would be beneficial.

Another opportune market is Burlington-Plattsburgh, VT-NY because there is a high CDI and low BDI. Since the category is doing well, there is room for the brand to grow. Research needs to be done to understand why the brand is doing poorly and this information can be used to incorporate a revised marketing/advertising plan.

Portland-Auburn, ME, Orlando-Daytona Beach-Melbourne, FL, Buffalo NY, and Cincinnati, OH all have low a low CDI and a low BDI, indicating that sales in the brand and category are lower than projected. Therefore, they are both doing poorly. This scenario represents a no-win situation. Advertising funds would most likely be wasted if spent in these markets because the brand and category are most likely in a mature stage. If a brand did choose to advertise in this situation, they must do so in a very captivating way.

Although BDI and CDI are helpful tools in determining potential in markets, the estimated value takes it a step further to determine advertising success. Chicago, Minneapolis-St. Paul, Miami-Ft. Lauderdale, Orlando-Daytona Beach-Melbourne and Albany have the highest estimated values, in that order. We've decided to base our geography on EV% because it indicates market potential most effectively. Therefore, the five markets listed above, will be our markets.

Lindt's advertising objectives in the 2016 calendar year are:

• To increase brand awareness by 25% to 35% within the next calendar year (January 1, 2016- December 31, 2016)

Advertising Objectives

- Clearly define Lindt's brand personality and generate a personal dialogue between the Lindt brand and its customers
- Create dialogue with customers based on their needs, wants and lifestyle

Target Audience

The target audience is women, 35-64 years old. According to MRI data women who are between the ages of 24-44 years old are least likely to buy Lindt chocolate. According to MRI data, women are 70% more likely to purchase Lindt chocolate over men.

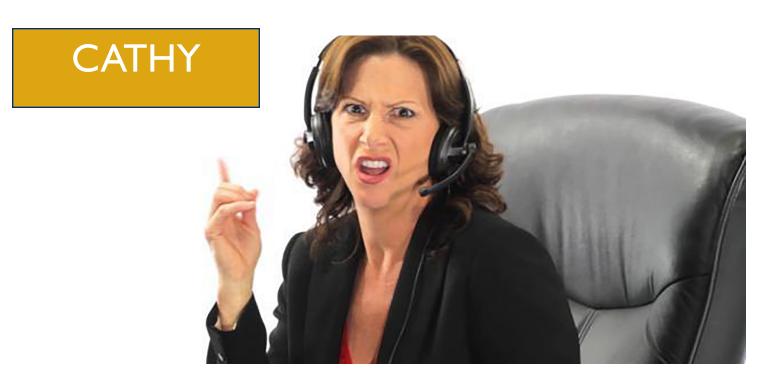
The target market is likely to have graduate from college with at least a bachelor degree. They are married with children, and are employed full time, with an household income of \$75,000- \$149,9999.

Chart 4

Qantile Analysis

Medium	I (Heavy)	II) III	IV	V
Total TV	70	74	117	97	143
Prime Time TV	80	89	94	98	139
Magazines	126	118	95	80	81
Newspapers	113	97	101	93	98
Radio	95	108	109	94	93
Internet	109	94	139	98	60
Outdoor	111	107	104	88	90

Target Profile



My name is Cathy Smith, and I am a 42-year-old professional sales associate, who works for Aon Corp in Chicago, Illinois. I survive paying bills with a household income of \$120,000, thanks to my marketing degree from The University of Notre Dame. I am happily married to my loving husband of 22 years and we have two boys, I2 and I5. After a long day at work I enjoy a few premium sweets while watching my favorite show Bear Grylls' Wild Adventures on BBC America. I am continuously updating my Facebook on my iPhone, as well as searching through Groupon. When I can catch a small break at work, I enjoy reading articles on the Internet or in one of the magazines I'm subscribed to. Home design and travel magazines are my favorite types, especially Travel United Hemisphere. This magazine informs me about all the top tourist locations, and when I can get time away from work my favorite thing to do is treat myself to a vacation and explore new places.

Creative Brief

Client: Lindt & Sprüngli

Product: Lindt Premium Chocolate Bar

Key Fact: Lifestyles for women are becoming increasingly hectic. In today's society women are hard-working business figures that endure tremendous stress. They need something to indulge in on a day-to-day basis that can take the edge off and please their taste buds.

Problem: working women need a simple way to de-stress and enjoy themselves

<u>Communication Objective:</u> To increase brand awareness from 25% to 35% during the next calendar year.

Creative Strategy – Brand position: Lindt's largest market is women ages 35-54. They position themselves as a luxurious, premium chocolate that represents indulgence and elegance. They want women who have purchased their product to become loyal to their product. To do so, they should position their brand as a stress-reliever, a "Kick off your heels after a hard day's work and enjoy some Lindt's" message. As it is an indulgence, it should be portrayed as something that can be incorporated into everyday life to treat yourself, because you deserve it.

<u>Promise – Major benefit:</u> The benefit that Lindt premium offers is the ability to indulge in a premium, tasty chocolate bar to treat yourself on the regular.

Tone: light-hearted, comforting

Tagline: When you're pushed to your limit, choose Lindt



Advertising Period/Budget

The overall campaign will begin on January 1st, 2016 and end on December 31st, 2016. The total budget for the media plan is \$27 million. Lindt is also providing an additional \$3 million to capitalize on what they refer to as their "Cafe Cache"

Media Recommended

To achieve the objective of raising brand awareness from 12% to 22%, recommended media for Lindt should be those that can feature Lindt products as well as the logo so that Lindt can be seen and recognized by target consumers. Since Lindt's branding strategy emphasizes elegance and indulgence, using media that showcases this can distinguish Lindt from its strong competitors. Through strategically planning national and local forms that can best achieve these goals without facing the clutter of competitive advertising, media recommended are magazines, television, radio, digital, newspapers, and sponsorships and events.

Magazines

Magazines in general provide a long message life, repeat exposure, and target-ability. Publishing Lindt advertisements in magazines that speak to the target demographics wants and needs would be most beneficial to reach the target group. By providing relevant and engaging messages for women ages thirty-five to sixty-four (i.e. concerns such as women's day-to-day lifestyles, finding ways to relax, and/or various other related interests) Lindt will easily reach target audience groups according to their demographics and psycho graphics. Examples of recommended publications are Better Homes & Gardens, Glamour, People Magazine, and Good Housekeeping.

Magazines Continued...

Better Homes & Gardens: Each issue offers tips for food and entertaining, family and personal well-being, gardening, and more. Better Homes & Gardens stimulates a woman's creativity and reveals fresh inspiration for both inside and outside the home. For today's women, the home is an emotional center - a place for self-expression and ingenuity. For a woman that works but keeps the home up to par, Lindt is a necessary indulgence.

Glamour: Popular among working women, each issue of Glamour covers beauty, fashion, relationships, and various issues in regards to women, work, money, and more.

People: In any issue of People magazine one can find inspiration, conversation, and action. The publication creates intimate connection to the people you "want to know" such as celebrities and other influentials. Lindt would fit in well with this publication as it encourages cultivation of moments that shape people's lives and stands for relaxation and indulgence when taking a break from being extraordinary.

Good Housekeeping: Similar to Better Homes & Gardens, Good Housekeeping's publications focus on food, nutrition, fashion, home decorating, consumer / social issues, etc. Advertising Lindt in such a popular publication among women emphasizes Lindt as the ultimate indulgence for busy women.

*Data retrieved from SRDS and MRIplus.

Offers a great opportunity to reach and start a conversation with the target demographic that is involved Online and in social media. Internet provides contextual relevance and behavioral targeting that will reach those not only in the target market, but those that have traits that would make them more likely to buy into the Lindt brand. Social media networks will be utilized and will encourage women to share their stories of how they incorporate Lindt into their daily lifestyles.

Webpages: Social Media pages such as Facebook, LivingSocial, Yelp, and FourSquare. Other popular websites for the demographic such as Pandora.com (it's free because of the advertisements) and Groupon.com would reach the target directly as these are popular web pages for the demographic.

Newspaper

Digital

In the five target markets, newspapers are a popular source of information for both the age group and the market. Most of the target markets are in metro areas, popular for newspaper circulation, coverage, and readership.

Television

Using television as the secondary medium, TV serves as a high reach and awareness builder, which is perfect for achieving Lindt's goals of increasing awareness among the target market. In addition to building awareness, television puts sight, sound, and motion to a message. Television has high target-ability and reaches the niche market Lindt is going after. It creates an emotional connection to the viewer / consumer, which is exactly what Lindt needs to not only create customers who are aware, but also loyal. The plan will include day-time and prime-time television in both the network and cable categories.

Network Television: Lindt would best reach the target market by purchasing time during daytime and primetime television. General dramas are popular among women both during the "daytime" and "primetime" day parts. These day parts offer working women free time and the opportunity to relax and watch their favorite television drama.

Cable Television: Recommended channels for cable television include the Food Network and HSN (Home Shopping Network). Both of these channels have high women viewer-ship and speak to the interests of women in the target demographic. Since certain chocolate can be healthier and used to cook, advertising Lindt to viewers of the Food Network would create awareness that Lindt's superior melting chocolate can be used in making other fancy and indulgent foods and desserts. Lindt's brand is seen as an indulgent, therefore customers will have no problem making the connection between indulging and making purchases off of the Home Shopping Network and enjoying a luxurious Lindt bar.

*Source: The Media Handbook by Helen Katz

Radio

Lindt's target demographic of women age 35-64 listen to radio.

Network Radio: By utilizing network radio, Lindt can go through a single source to place advertisements across a region, such as across the 5 targeted cafe markets. The times of day that would produce the highest reach for the targeted group would be during weekdays from 6 a.m. - 10 a.m. and 3 p.m. to 7 p.m. This is when women are heading to and from work.

*Sources: Katz and MRIplus

Sponsorships @ Events

Sponsorships and events provide the opportunity to interact with a brand, therefore increasing brand awareness and recognition. It also provides public relations opportunities such as word-of-mouth and media coverage. Sponsorships can cost anywhere from \$5,000 to \$200,000 so it is important to take into account cost efficiency when determining which events to sponsor. In addition to sponsorship, Lindt could set up tables/tents at the events to draw in customers and provide samples, as well as the opportunity to purchase chocolate.

Chicago Food and Wine Festival: This festival combines creations from top chefs from around the world as well as premium wines. It includes tasting events, cooking demos, and over 90 food and drink exhibitionists. It takes place at Lincoln Park on August 28-30, 2016. This event is sponsored by Food and Wine magazine. According to MRI, 44% of women who subscribe to this magazine have bought Lindt in the past six months, making this event pertinent in reaching the target audience. It is assumed that since Food and Wine magazine is sponsoring the event, they would promote the event in their publication, which would attract more target prospects.

38th Annual Freihofer's Run for Women: This event takes place on May 30th, 2016 at Empire State Plaza in Albany, NY. This annual 5k combines top international and American women runners as well as over 4,000 women from across the country, therefore including both competitive and recreational runners. The fact that the race is exclusive to women provides incentive to sponsor since women are the target. The ages of the participants range from 25-50, which includes most of the intended target audience (35-54). According to MRI data, many women in the preferred target market practice an active lifestyle, making this event relevant in reaching the target audience.

Miami Marathon and Half Marathon: On January 24, 2016 Miami will hold its annual marathon and half marathon. The run is a 26.2 mile walk/run that begins at Biscayne Boulevard and ends at Bayfront Park downtown. Over half of the participants are female, ranging from 20-60 years of age. Once again, this event is a relevant sponsorship opportunity because of the active lifestyles that many of the women in the target market obtain. The run also provides sightseeing opportunities such as landmarks including Watson Island, Port Miami, Palm Island, Star Island, Fisher Island and Miami City Hall. In terms of demographics, both MRI and Nielsen indicate that women in the target audience like to travel and explore new places, which gives another reason the Miami Marathon provides opportunity for reach.

Sponsorships @ Events Continued...

Wine Women and Baseball: This annual event is held in Minneapolis, MN every May, June and July. It provides women a package that includes a skyline deck ticket for a Minnesota Twins baseball game, access to wine tastings, appetizers, desserts, a "Pamper Yourself" station and a complimentary gift. It also includes the opportunity to attend a pregame hospitality event at the Loews Hotel. The age range of women that attend this event is 25-55, again reaching a large portion of the target market. Demographic data from Nielsen and other sources indicate that a large number of women in the target audience are wine drinkers.

The Epcot International Flower and Garden Festival: This festival is held at Epcot Park at Disney World in Orlando. It is held annually over a two week time span from the beginning of March to mid-march. This invites guests to behold blooming flowers and a collection of specially-themed topiaries. Top horticulturists offer gardening tips, demonstrations and techniques. According to MRI data, out of all magazines, Better Homes and Gardens is the most subscribed to magazine within the target market, with an index number of 37,221. Out of all women who subscribe to Better Homes and Gardens, 31% have bought Lindt in the past six months. This data suggest that women in our target market are interested in gardening, making this event useful in reaching the target audience.

Timing, Schedules, Seasonality

Because chocolate sales boom during the holidays, increasing advertising during Valentine's Day, Easter, Mother's Day, Halloween and Christmas is crucial. According to Mintel, one-third of chocolate buyers buy more chocolate around the holidays to give as gifts, and nearly the same percentage buy more for personal consumption.

National Advertising:

The campaign will apply a pulsing advertising pattern in order to raise awareness and continue brand awareness. Heavy-ups will be used during the holiday months; February, April, May, October and December. The non-peak months will advertise at a lower minimum frequency of 3.0 to sustain brand awareness during the advertising period. The overall pulsing pattern will be used in broadcast, radio, digital and magazines.

Spot Advertising:

The campaign will apply a flighting advertising pattern that will be scheduled to maintain high brand awareness that is achieved through the national advertising schedule. February, April, May, October and November are the months that spot advertising will be scheduled. The media used will be the same as national advertising, aside from the addition of spot newspaper and spot digital that will promote Lindt Cafe's.

Geographic Strategy

The campaign will incorporate a mix of national and spot advertising, depending on the medium used. It is beneficial to advertise nationally for magazines because MRI data shows that the women in the target audience account for a large portion of subscribers of the magazines chosen. They subscribe to these magazines more so than local magazines. Since magazines are so specialized, it is possible to reach niche markets on a national level. In terms of television, The target market is more likely to watch national cable channels and network TV, specifically Prime Time, so both national and spot will be used. The channels chosen have a large number of viewers that are in the target market. For Internet, digital spot including ad networks, social media sites, and mobile apps that are frequently utilized by the target market will be used. Network (National) radio will be included in the campaign on stations that include the target audience as frequent listeners. Local (spot) Newspapers in the five markets will be used as well because local newspapers have higher readership than do national newspapers. Spot newspapers are best to reach niche markets.

Reach and Frequency Goals

- Reach During Heavy Advertising Periods (February, April, May, October, December): 85
- Reach During Light Advertising Periods (January, March, June, July, August, September and November): 75
- Frequency During Heavy Advertising Periods (February, April, May, October and December): 4.0
- Frequency During Light Advertising Periods (January, March, June, July, August and September): 3.0



	Reac	h	Avg Fr	req		GRPS			\$(000)	
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
January	75	75	3	3.4	225	252	-26	2061.1	1996.1	65
February	85	82.2	4	2.9	340	240	99	3114.5	2867.6	246.9
March	75	75	3	3.4	225	252	-26	2061.1	1996.1	65
April	85	82.2	4	2.9	340	240	99	3114.5	2867.6	246.9
May	85	82.2	4	2.9	340	240	99	3114.5	2867.6	246.9
June	75	75	3	3.4	225	252	-26	2061.1	1996.1	65
July	75	75	3	3.4	225	252	-26	2061.1	1996.1	65
August	75	75	3	3.4	225	252	-26	2061.1	1996.1	65
September	75	75	3	3.4	225	252	-26	2061.1	1996.1	65
October	85	82.2	4	2.9	340	240	99	3114.5	2867.6	246.9
November	75	75	3	3.4	225	252	-26	2061.1	1996.1	65
December	85	82.2	4	2.9	340	240	99	3114.5	2867.6	246.9
Total					3275	2963.60561	0	30000	28310.7818	1689.21816



Flowchart

Media Flowchart for Lindt January 2016-December 2016

Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total A	
Net TV-Daytime	15	30	mar 15	30 °	30 °	15	15	Aug 15	3ep 15	30	15	30	GRPS:	255
\$(000)	235.3	470.5	235.3	470.5	470.5	235.3	235.3	235.3	235.3	470.5	235.3	470.5	COST:	3999.4
Net TV-Prime	10	45	10	45	45	10	10	10	10	45	10	45	GRPS:	295
\$(000)	227.1	1021.9	227.1	1021.9	1021.9	227.1	227.1	227.1	227.1	1021.9	227.1	1021.9	COST:	6699.2
Net Cable-Daytime \$(000)	15 41.4	30 82.8	15 41,4	30 82.8	30 82.8	15 41.4	15 41,4	15 41.4	15 41.4	30 82.8	15 41.4	30 82.8	GRPS: COST:	255 704.1
Net Cable-Prime	10	35	10	35	35	10	10	10	10	35	10	35	GRPS:	245
\$(000)	141.5	495.3	141.5	495.3	495.3	141.5	141.5	141.5	141.5	495.3	141.5	495.3	COST:	3467.2
Net Radio-Morning Drive	5	15	5	15	15	5		5	5	15	5	15	GRPS:	110
\$(000)	17.7	53.1	17.7	53.1	53.1	17.7	17.7	17.7	17.7	53.1	17.7	53.1	COST:	389.7
Net Radio-Evening Drive	5	20	5	20	20	5	5	5	5	20	5	20	GRPS:	135
\$(000)	19.8	79.2	19.8	79.2	79.2	19.8	19.8	19.8	19.8	79.2	19.8	79.2	COST:	534.3
Magazines-Womens	10	35	10	35	35	10	10	10	10	35	10	35	GRPS:	245
\$(000)	74.4	260.4	74.4	260.4	260.4	74.4	74.4	74.4	74.4	260.4	74.4	260.4	COST:	1823.0
Magazines-General Interest	5	30	5	30	30	5	5	5	5	30	5	30	GRPS:	185
\$(000) Digital National	67.3	403.6	67.3	403.6	403.6	67.3	67.3	67.3	67.3	403.6	67.3	403.6	COST:	2488.8
- Ad Networks - Run Of Network														
- Ad Networks - Demo Targeted														
- Video Networks														
- Publisher Video Sites	- 1													
- Social														
- Mobile	0	0	0	0	0	0	0	0	0	0	0	0	GRPS:	0
\$(000)	0.3	0.7	0.3	0.7	0.7	0.3	0.3	0.3	0.3	0.7	0.3	0.7	COST:	5.9
Newspapers (40% HH Cvg)	173		173			173	173	173	173		173		GRPS:	1214
\$(000)	1171.0		1171.0			1171.0	1171.0	1171.0	1171.0		1171.0		COST:	8196.7
Digital Spot												1		
- Ad Networks - Run Of Network	11										1			
- Ad Networks - Demo Targeted - Video Networks														
- Publisher Video Sites														
- Social			4.5						1.7					
- Mobile	3		3			3	3	3	3		3		GRPS:	23
\$(000)	0.3		0.3			0.3	0.3	0.3	0.3		0.3		COST:	2.4
National Only Area	5.0			1000	mark.				100	and a		10000		
GRPS	75	240	75	240	240	75	75	75	75	240	75	240	GRPS:	1725
\$(000)	824.8	2867.6	824.8	2867.6	2867.6	824.8	824.8	824.8	824.8	2867.6	824.8	2867.6	Cost:	20111.7
Reach	47.7	82.2	47.7	82.2	82.2	47.7	47.7	47.7	47.7	82.2	47.7	82.2		
Avg. Freq.	1.6	2.9	1.6	2.9	2.9	1.6	1.6	1.6	1.6	2.9	1.6	2.9		
Spot Only Area GRPS	176		176			176	176	176	176		176		GRPS:	1237
\$(000)	1171.3		1171.3			1171.3	1171.3	1171.3	1171.3		1171.3		Cost	8199.1
Reach	54.6		54.6			54.6	54.6	54.6	54.6	B	54.6		Cost	0133.1
Avg. Freq.	3.2		3.2			3.2	3.2	3.2	3.2		3.2			
Spot + National			5.2			5.2	5.2	5.2	3.2		5.2			
GRPS	251	240	251	240	240	251	251	251	251	240	251	240	GRPS:	2963
\$(000)	1996.1	2867.6	1996.1	2867.6	2867.6	1996.1	1996.1	1996.1	1996.1	2867.6	1996.1	2867.6	Cost:	28310.8
Reach	75	82.2	75	82.2	82.2	75	75	75	75	82.2	75	82.2		
Avg. Freq.	3.4	2.9	3.4	2.9	2.9	3.4	3.4	3.4	3.4	2.9	3.4	2.9		

Budget Summary

Budget Summary	Amount	Total	Percent	
Size of the Budget: \$30 million				
Campaign Period: JanDec. 2016				
Media Type:				
Magazine				
General Interest	\$2,488,800			
Womens	\$1,823,000			
		\$4,311,800	15.1%	
Net TV_				
Daytime	\$3,999,400			
Prime	\$6,699,200			
Cable		\$10,698,600	37.5%	
Daytime	ф70.4.100			
Prime	\$704,100			
Time	\$3,467,200	\$4,171,300	14.6%	
Radio		\$ 4 ,171,500	14.070	
Morning Drive	\$389,700			
Evening Drive	\$534,300			
•	, ,	\$924,000	3.2%	
Digital		\$5,900	0.02%	
Spot Newspaper		\$8,196,700	28.7%	
Digital Spot		\$2,000	0.007%	
Nieu was dieta aud				
Non-traditional	ф100 000			
Chicago Food & Wine Festival 38th Annual Freihofer's Run for Women	\$100,000			
Miami Marathon & Half Marathon	\$10,000			
Wine, Women & Baseball	\$15,000			
Epcot International Flower Garden Festival	\$20,000 \$80,000			
Epece international Flower Garden resultar	\$60,000	\$225,000	0.8%	
		Ψ223,000	0.070	
Total		\$28,535,400	100%	
Contigency		\$1,464,600		

Evaluation Summary

The challenge of this Lindt Campaign is to raise national brand awareness while also focusing on five specific markets across the country: Chicago, Illinois, Minneapolis-St.Paul, Minnesota, Miami-Ft. Lauderdale, Florida, Orlando-Daytona Beach-Melbourne, Florida, and Albany-Schenectady-Troy, New York. In order to meet the challenge, the media vehicles selected were done so methodically not just to achieve the goals set forth, but to achieve the goals set forth in a cost-efficient manner. Demographics such as gender, age, income were taken into consideration along with psychographics pertaining to consumer interests and media consumption behaviors.

Included in our advertising budget are expenses in magazines, newspapers, television, radio, digital, and events and sponsorships totaling \$28,535,400 (~95%) of the \$30 million overall budget. This leaves a contingency of \$1,464,600 for unforeseen expenses, underestimated costs, or increased spending in successful areas. For example, if Lindt were to enjoy a great deal of success and brand recognition resulting from its sponsorship events, the contingency could undoubtedly be utilized to further promote the Lindt brand at such events.

This under-budget plan is believed to meet or exceed all goals set by Lindt pertaining to reach, frequency, and rating. However, one should note that all costs were in fact estimated and exact costs when implementing such a plan will vary.

The presented media plan will be able to meet the goals set forth by Lindt while also maintaining a high degree of cost efficiency.

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