



Media Plan

by AgenTea

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Executive Summary

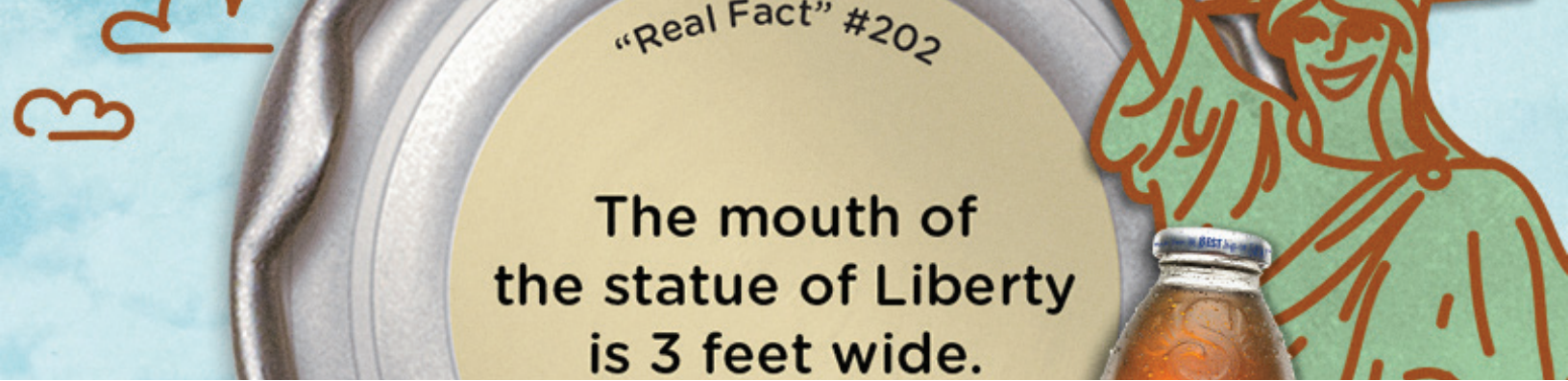
Snapple is a tea and juice drink brand which is owned by Dr Pepper Snapple Group and based in Plano, Texas. Its main sales come from the northeast, where the Snapple brand was originally born, but Snapple lacks largely in broader national presence, which it aims to fix by implementing a marketing campaign to run through 2017.

Snapple's objective is to create an integrated holistic marketing campaign to grow Snapple (™) volume in the United States. Snapple will use its \$40 million budget to increase Top-of-Mind awareness and drive trial among "Non-Heartland" millennials. Snapple's campaign will be focused on four key media components: digital, traditional, in-store and social media.

As Snapple is focusing on millennials, the bulk of the campaign will be focused on digital and social media, where high volumes of the target market consume media. In-store is also an important aspect of the campaign as millennials are especially susceptible to impulse purchases, which are encouraged by in-store ads. Traditional media, such as TV and magazines, will capitalize on advertisements via specific placements in categories that millennials consume the most.

Snapple competes in both the Ready-To-Drink Tea and Juice Drink categories, which are growing and are projected to continue doing so. Nearly half of Snapple's annual sales volume comes from its "Heartland" consumers in the northeast. Snapple needs to continue to remind the Heartland customers about the brand, while increasing sales and awareness throughout the rest of the country. In order for Snapple to grow total volume in the U.S., it must target the non-Heartland audience more aggressively, by growing relevance and purchase frequency.

The media mix presented is the result of extensive research insights, strategically implemented to fulfill Snapple's objective of growing volume in the U.S. The campaign will specifically target millennials from Non-Heartland areas through a combination of traditional and nontraditional tactics.



History

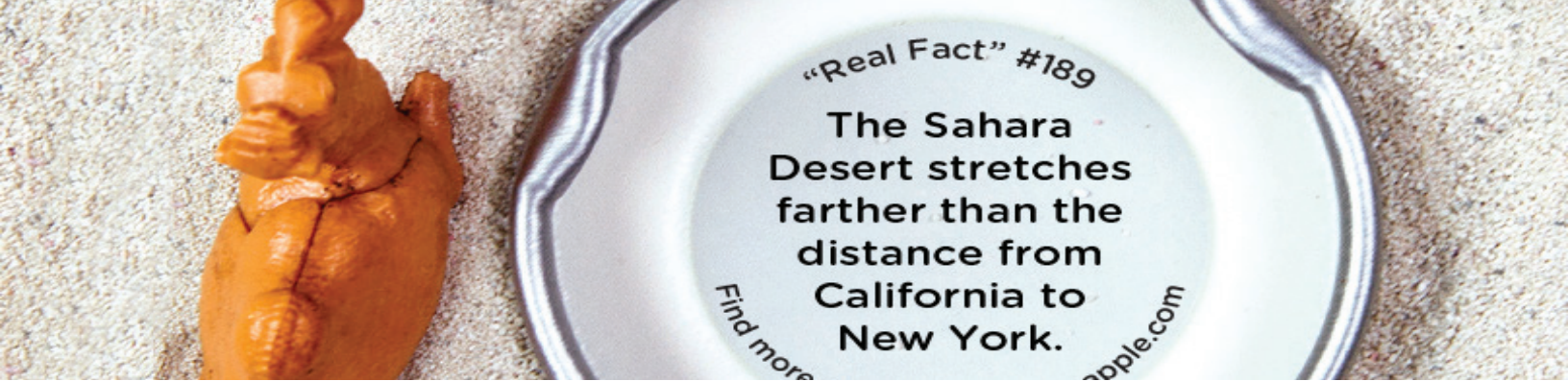
Snapple, created in 1972 in New York, is now owned by Dr. Pepper Snapple Group. Snapple is one of the four leading market shareholders of the Ready-To-Drink tea industry and holds 7.3 percent of market share in the RTD market (IBISWorld 2014).

Matthew Smith, Hyman Golden and Arnold Greenberg founded Unadulterated Food Products, later renamed Snapple, as a part-time venture to supple fruit juices (Snapple Beverage Corporation 1995). Originally, Snapple was sold one bottle at a time, door to door. The company hired its first salesman who started seeking out franchised distributors in 1979 (Snapple Beverage Corporation 1995). In 2014, the company was projected to increase sales to \$6.1 billion (IBISWorld 2014).

Snapple sells juice drinks, all-natural sodas, seltzers, teas and lemonade. Its first product was named “Snappy Apple” which marked the beginning of its eccentric branding. Snapple is recognized for being a fun, quirky brand that produces a variety of non-traditional flavored drinks (Snapple 2015). Snapple’s glass container is accompanied by a lid, known for its “pop” sound and unique “Real Facts.”

The company’s current campaign is scheduled to run through Q3 of 2015. “Born in New York, Made for Everyone,” is consistent with its brand personality of being wholesome, upbeat, original and witty (Snapple 2015). Due to its original popularity in the Northeast, Snapple strives to reach a wider audience in the rest of the U.S. By telling stories of New Yorkers’ passion and love for Snapple, the national campaign strives to convince the rest of the country to love it too.

Throughout the last seven years, Snapple’s campaigns have all had different messages, but were unified by its simple, upbeat, genuine love for Snapple. Now, Snapple is working on an integrated and wholesome marketing campaign for 2017. Snapple hopes to increase buying rates of light users from once per year to three times per year. It also hopes to increase heavy buyers’ buying rate from nine times a year to ten times a year (Snapple 2015).



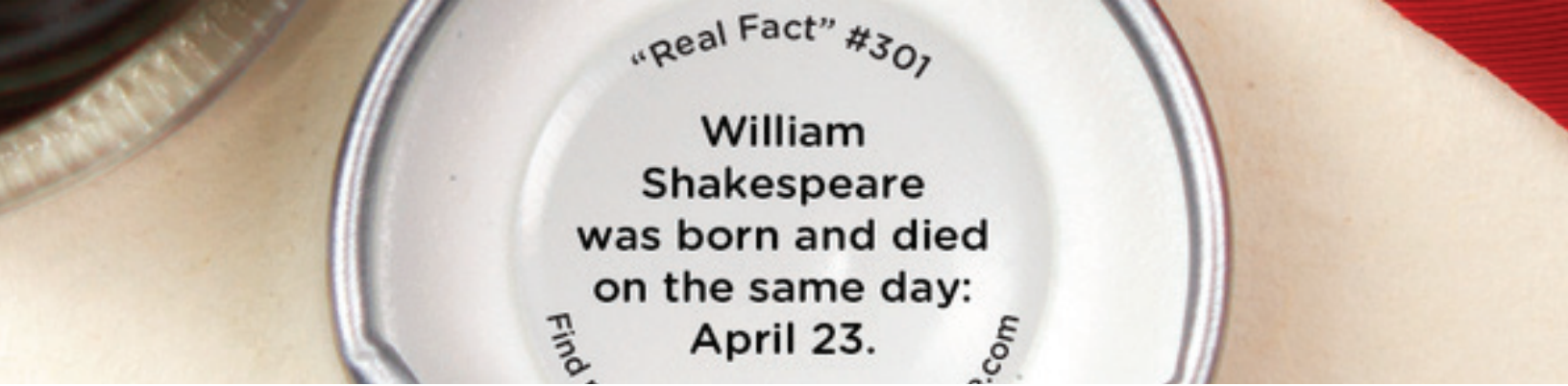
Industry Report

The RTD market is defined as tea beverages that are prepared, packaged and ready for consumption. The RTD tea industry has grown 6.1 percent annually from 2009 to 2014 and is expected to keep growing (Snapple 2015). The primary reason behind why the tea industry has been growing so robustly is the increase in consumer health consciousness. Tea has gained popularity through consumer awareness of its ability to potentially boost metabolism and fight cancer. Today, people are often choosing a healthier alternative to the traditional soda by selecting a healthier and more natural tea option from the vending machine. (IBISWorld 2014)

Snapple is responsible for ten percent of the overall tea category growth. (Snapple 2015) Tea is the fourth largest brand in the RTD industry. It is consumed more than fruit juice, sports and energy drinks combined. Snapple is the fourth largest tea brand in the industry, trailing behind Arizona, Lipton, and Brisk. Arizona, the top tea brand, is experiencing decline and has been for three years in a row.

Although very popular today, tea is still considered a discretionary product, or something that is considered more of a luxury item. Disposable income has been steadily increasing and is expected to continue to grow throughout following years. As said before, the tea industry is growing largely because of consumers' increase in health consciousness. Pure Leaf (owned by Pepsi) and Gold Peak (owned by Coca-Cola) are both growing rapidly because its focus on tea benefits. All-natural tea is the largest segmentation of products in the RTD tea industry with 36.1 percent. Trailing after that is Diet tea, which makes up 25.8 percent of the category, then Fruit-flavored tea at 20.2 percent of the category, followed by Organic tea at 10.3 percent and Herbal tea at 7.6 percent.

Snapple specifically has gained success through its introduction of exotic flavors, such as peach and raspberry, and its introduction of different products, such as low calorie and natural, have been proven successful with today's RTD tea consumers.



Snapple SWOT Analysis

<p>S</p>	<p>Snapple’s major strength is its incredible brand awareness (90 percent) and its positioning as a premium, value beverage in the RTD tea category. Snapple has an extremely strong presence in the Northeast (referred to as the Heartland), where brand relevance is 50 percent and purchase frequency is heavy at nine to ten times per year. Snapple also offers a wide variety of products and flavors with over 50 options to choose from.</p>
<p>W</p>	<p>While Snapple is extremely strong in its Heartland, the Non-Heartland area needs greater assistance. While Snapple maintains 90 percent brand awareness in the Non-Heartland, Top-of-Mind awareness is only 15 percent. This is most likely the result of a highly fragmented and competitive industry, where there is certainly room for growth. The Non-Heartland area also has a very low purchase frequency at one to three times per year. Snapple needs to drive more trial in effort to increase purchase frequency.</p>
<p>O</p>	<p>With the rising popularity of the RTD tea industry, there are many opportunities for Snapple to grow. The first is positioning itself within the growing health and wellness arena, especially with the recent decrease in soft drink consumption. Snapple can also grow within the increasing single serve drink industry. There is also a growing millennial market that can be easily targeted through digital advertising. Snapple’s main competition focuses the majority of its marketing efforts on traditional media, which makes room for Snapple to easily grow its share of voice within digital.</p>
<p>T</p>	<p>The main threat Snapple faces is the fragmentation and competition within the industry. Especially within the RTD tea industry, many competitors are focused on marketing its refreshing and organic teas. The industry fragmentation threatens brand loyalty as consumers have many options when selecting a RTD tea. Snapple needs to grow its Top-of-Mind awareness within the industry and establish brand loyalty in order to compete within this competitive market.</p>



Competitive Analysis

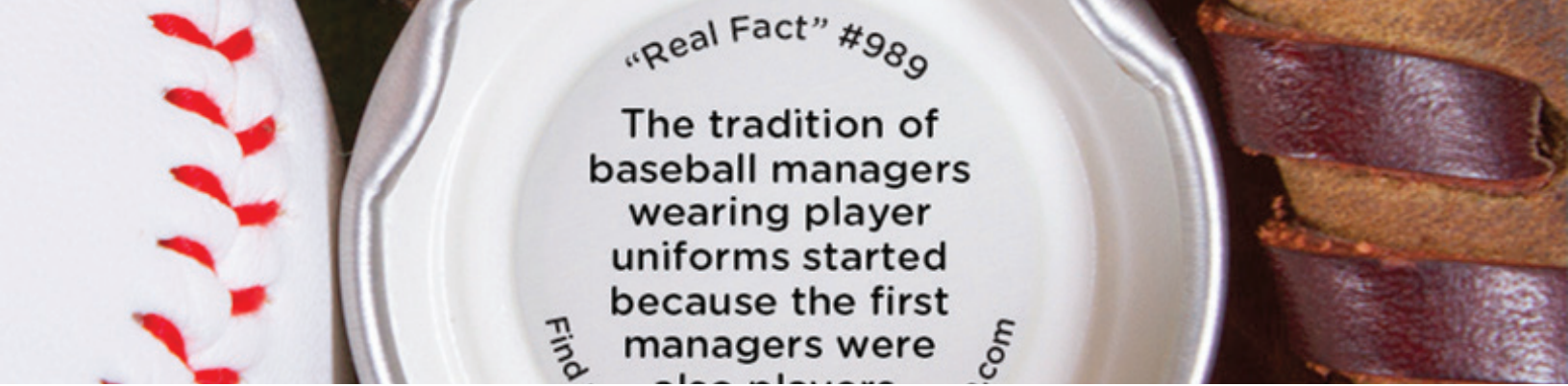
Snapple's major competitors in the RTD industry are AriZona Tea (owned by Arizona Beverage Co.), Lipton/Brisk (owned by Unilever & PepsiCo), and Nestea (owned by Nestlé).

AriZona holds the highest market spot in the RTD tea industry with a market share of 17.3 percent (Snapple 2015). Its products are appealing to customers who seek affordability. The product's 23 oz. can is pre-priced at 0.99\$. Its most successful new product is the Arnold Palmer (half-tea, half-lemonade). AriZona prides itself on being "hip," but gender ambiguous and positions itself as adventurous and creative. In terms of social media, AriZona has 143 thousand followers, compared to Snapple's 8,600. Even though AriZona is in its third year of declining sales, its social media presence is still stronger than Snapple's.

Lipton/Brisk is owned jointly by Unilever and PepsiCo and has a market share of 15.6 percent. The companies have access to Pepsi's extensive bottling and distribution network. The addition of Lipton and Brisk diversified Pepsi's dominantly soda based company and gave it an advantage against declining soda sales. Both Lipton and Brisk have a lot higher sales in what Snapple considers to be its Non-Heartland, but has a dramatic decrease in sales when it comes to the Northeast.

Nestea, owned by Nestlé, owns 6.7 percent of the market share. Nestea comes in a variety of different flavors including raspberry, lemon, green tea, etc. Sweetleaf, another RTD Tea, was put on the market by Nestlé in 2011. Adding Sweetleaf and increasing the overall price of Nestea has boosted the company's performance. Nestea has had a lot more growth in the industry than Snapple over recent years (Nestea +49.6 percent growth vs. Snapple's +7.8 percent).

The entire RTD tea industry has to compete against water, carbonated soft drinks (ex: Dr. Pepper, 7UP), coffee (excludes retail coffee), milk, fruit juice and energy drinks. A movement towards healthy lifestyles and avoiding soft drinks gives RTD tea an advantage, but it still has to compete with tap water/bottled water which makes up a combined total of 47 percent of the LRB category.



General Target Audience

Snapple, along with its competitors, has a target market that consists mostly of millennials who are fun loving and willing to try new things. Snapple's target consumers are 18-49-year-olds, who are positive and appreciate the little things in life. The target consumers aren't health nuts, but are looking for a simple, premium beverage made from "The Best Stuff on Earth" (Snapple 2015). Snapple's media aligns with the digitally savvy, light-hearted consumers by its comedic and pop culture media efforts (Snapple 2015).

According to MRI reports, the RTD tea market's heaviest buyers are women, high school graduates and white adults 18-49-years-old. Most popular buyers have an annual household income of \$75,000 to \$149,000. The southern regions and the top 25 largest U.S. metropolitan areas contain the most frequent buyers in the market. Users attain most of their media through magazine, radio, outdoor and cable services. Snapple's consumers are parallel to those in the general RTD tea industry.

Typically, Snapple's target audience are women who enjoy time outdoors, read magazines and host happy families. She might be taking care of kids most days, but has time to follow up on her favorite show on E! network and perhaps research healthy recipes for the family. These types of women enjoy sharing recipes and craft ideas with their friends and set up weekly play dates with their kids. During the weekends, these women may spend their time in the grocery store, picking up healthy ingredients and easy to make meals.

Another typical consumer that Snapple aims to reach would be a young male who greatly values the opinions of his peers. Someone who spends nearly nine hours a day online, with the majority on social media, is a perfect advocate for sharing posts about Snapple. He may consume an advertisement about a brand through various media, but has the ability to share it via social media, connecting the brand across various networks.



Specific Target Audience

Jess Newsome

Jess is a 32-year-old white female who just had her second child with her hardworking husband. Jess lives in New Orleans, with her family of four. She enjoys taking her 7-year-old son to football practice and watching Sunday Night Football with her husband. While she is cooking dinner for her family, she makes sure Fox News is on to catch up on her daily news. With the baby to take care of, she finds it difficult to spend time cooking a big meal so she opens up her favorite magazine, Better Homes and Gardens, to find recipes for quick and easy meals. Jess is also a loyal customer to People magazine and can't wait for The Sexiest Man Alive issue. Now that she is taking care of a newborn, she finds time to rock her baby to sleep while watching TBS. Jess also likes to spend the little down time she has working out and finding new fitness plans on social media. She shares her interests with her friends on Pinterest and Facebook.

Kevin Mendel

Kevin is an African American 18-year-old brother of two elementary school siblings. Both his parents work in Los Angeles, in office occupations from 9 to 5. Kevin is responsible for taking care of his siblings while his parents are at work. Kevin is a senior in high school and enjoys a social life outside of his home. When He's not watching Nickelodeon with the kids, he enjoys catching up with friends at the local town center. His friends are always up for trying something new and spend a good majority of their time finding ideas for activities on social media. Kevin and his friends are avid users of Instagram, Facebook and Vine. Kevin spends most nights at home watching MTV or March Madness, listening to Spotify and catching up on social media.

Holly Johnson

Holly and her fiancé live in Dallas now, but grew up on other sides of the country. Holly, a 24-year-old white college graduate, is a California girl who loves cooking. In contrast, her fiancé grew up on the east coast and loves to spend his time watching ESPN. Holly grew up by the beach so being fit is one of her priorities. She goes to local farmer markets on weekends with her other foodie friends, yet isn't afraid to indulge with decadent desserts every now and then. She loves hosting hip and trendy parties and getting decoration and recipe ideas on Pinterest and from various YouTube tutorials. Holly is an upbeat, go-with-the-flow woman who loves working as an HR person at her new job in the city. While she is driving to work, she listens to the radio, switching between NPR and pop stations. She is currently trying to convince her fiancé to buy a dog with her. She has been looking in the local newspaper to see what dogs are for sale.

"Real Fact" #261
Playing in a
marching band
is considered
moderate exercise.

Timing Considerations

Snapple will run a national campaign throughout the duration of ten months. The campaign will begin on February 1, 2017 and will end on November 30, 2017. Snapple's product is enjoyed more frequently in the spring and summer. The brand would like to reach Top-of-Mind recognition for millennials as they relax at the beach or browse online during their free time. Due to demand of refrigerated beverages in warmer weather, Snapple will take advantage of its budget by advertising during that time.



"Real Fact" #989

To make one
pound of honey,
a honeybee must
tap about two
million flowers.

Find

.com

Media Objectives

Month	Reach	Frequency	GRPs	Budget %	Budget Allocations
February	50	1	50	1.50%	\$600,000
March	55	2	110	3.50%	\$1,400,000
April	70	3	210	5%	\$2,000,000
May	80	4	320	25%	\$10,000,000
June	80	4	320	25%	\$10,000,000
July	80	4	320	25%	\$10,000,000
August	70	3	210	5%	\$2,000,000
September	70	3	210	5%	\$2,000,000
October	55	2	210	3.50%	\$1,400,000
November	50	1	50	1.50%	\$600,000
Avg =	66	2.7	180	10.00%	\$4,000,000
Total			1800	100%	\$40,000,000

Marketing Objective:

To grow brand relevance and purchase frequency in the Heartland from nine to ten times a year and to drive trial and grow purchase frequency in the Non-Heartland from one to three times per year.

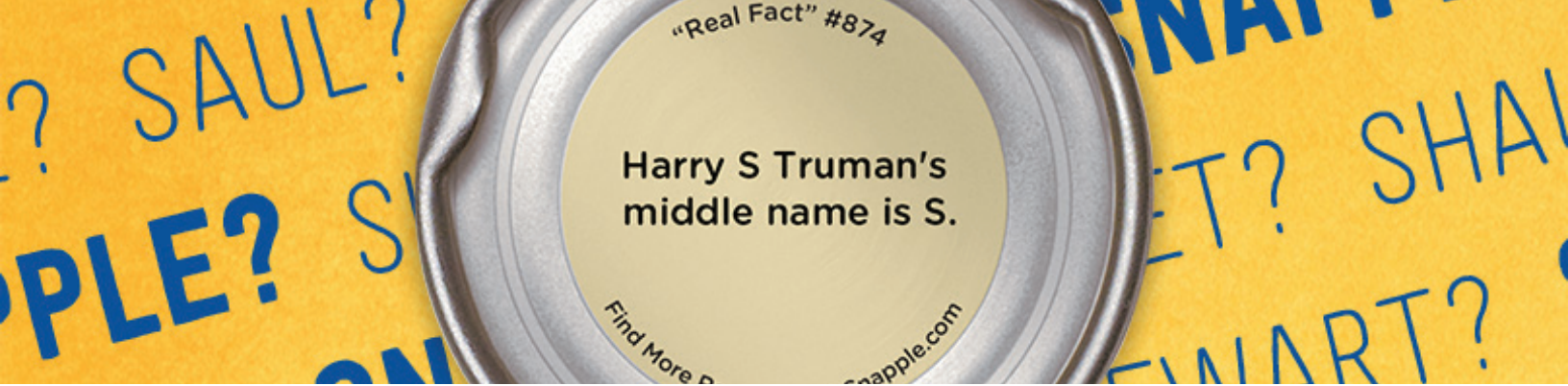
Advertising Objective:

To get 66 percent of the target audience to see Snapple advertising at an average of 2.7 times per month. Advertisements will run over a 10 month span starting February 1 and ending November 30, resulting in a GRP of 1,800. This will be done by using an ascending stair step media pattern.

Justification:

Based on reach and frequency levels, determined by Ostrow's Model of Effective Frequency (see Appendix A), the periods of heavy advertising closely correlates to the spending habits of RTD consumers. The ascending stair step media pattern will lead up to the most heavily packed media months (May, June and July) then a descending stair step pattern will continue into the colder months. This was chosen due to the purchase patterns of refrigerated beverages, which increase during the warmer months and decrease as the weather cools off. Subsequently, the gross rating points and budget allocations revolved around the appropriate reach and frequency considerations stated above.





Media Strategies

Magazines

Snapple will budget \$2.5 million towards magazines, which are effective in gaining the interest of the target audience and increase their consideration of Snapple. Magazines have a long shelf life and high pass around rates, so the placement will be continuous throughout the ten month campaign, but placement and size of ads will vary depending on topics of the specific issues. Cosmopolitan and People are the two main magazines Snapple will place ads in because the target audience has such a high propensity to read them. The average reader of Cosmo fits perfectly within the target consumer demographics. Snapple should advertise in People simply because it has such a high readership. According to reports, one in four adults read People monthly and the magazine has “more affluent adult readers” than any other magazine (SRDS). In Cosmopolitan, Snapple will place full page ads on the inside covers of the April and November careers issues and the Cosmo Body issue in June. This is because Snapple’s target consumers resonate with the topics of careers and health more than they do other topics. The two main People issues Snapple will have major ad placements in is the Sexiest Man Alive Issue and the 50 Most Beautiful Women Issue. These feature issues have almost double the readership of the regular issues and are more likely to be picked up by Snapple’s target consumer.

Television

Snapple will spend \$9.2 million on television ad placements. Even though the cost of placing ads can be expensive, television creates mass coverage that has a greater impact on the consumer because of its ability to capture attention with the combination of sight and sound. A pulsing pattern will be used for advertising on television. Ads will be placed consistently throughout various stations including TBS, MTV and Nickelodeon. These consistent ads will be shown during the afternoon when people are getting ready to eat lunch or when mom is about to make her weekly trip to the grocery store, before she picks up the kids from school. Televised ads will be heaved up during big events like Sunday Night Football and March Madness, when target consumers are most likely watching live. The inability to fast-forward through commercials while watching live events gives Snapple a greater chance to be seen and heard.

In-Store

Snapple will spend a total of \$10.7 million on in-store ad placements. Nearly 75 percent of brand decisions are made in-store. Snapple will utilize in-store advertisements to encourage brand switching and impulse buys at the point of purchase. The ad placements will be comprised of a combination of tactics including samples, shelf ads and check-out divider displays. In-store ads can effectively utilize the recency method by reminding consumers about Snapple's presence and convenience. This is especially important to Snapple because its consumers have a high brand awareness of the drink, but low Top-of-Mind awareness. The implementation of in-store ads will drive trial and increase Top-of-Mind awareness in Snapple's brand.

Social Media

Snapple allocated \$10 million of its budget to social media. Even though the primary services of most social media sites are free, Snapple will spend part of its budget to advertising through paid social media. The initial step will be to hire a social media manager who is keen on graphics. According to Forbes.com, posts including pictures receive 94 percent more clicks than those without. The social media manager must also be a strong writer since he/she will be representing the brand and communicating with customers through writing, on a daily basis. Also, this manager must be customer service minded. One way of establishing a brand's identity and credibility is through actively responding to complaints over social media that all potential customers have the opportunity to read. The total cost of a social media manager is \$5,000 monthly, which adds up to a total of \$50,000 for the ten-month campaign.

Facebook

The majority of the budget is allocated towards Facebook. As of now, Snapple does not have a strong presence on Facebook. The campaign's objective is to drastically improve that. Although as of December 6, 2015, Snapple has about 3.5 million likes on Facebook, the brand does not use it as a form of paid advertising. Snapple will create posts, specifically to share on Facebook, that are funny and quirky video ads that showcase the brand personality. This campaign also plans to better embrace Facebook by using a funny Snapple "Real Fact" as the image for the ad, customized to intrigue the consumer and increase click rate.

Twitter and Instagram

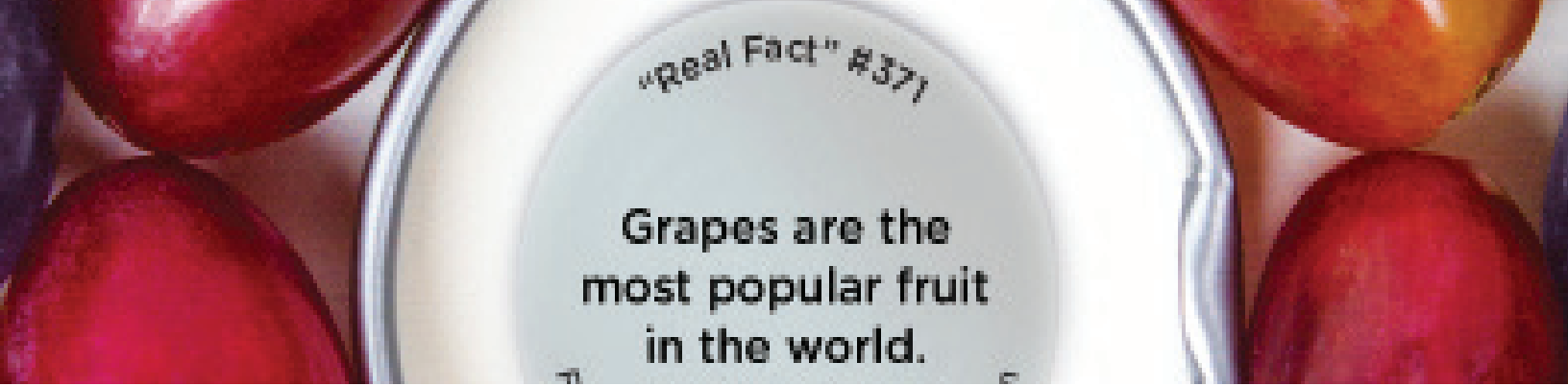
The next two budget allocations are Twitter and Instagram. These two go hand in hand. These two media will be used especially to target millennials since they are the primary users of social media. Snapple will reach out to celebrities and “social media celebrities” that have a lot of followers to create endorsement deals with them. Contractually, the social media stars would have to post photos of Snapple in a nonchalant way each month. This would increase brand awareness and associate Snapple with some of the target audience’s favorite celebrities and social media personalities. Each month, money will be allocated for sponsored content on both Twitter and Instagram.

Bloggers

Lastly, Snapple will spend \$425,000 on sponsored blog content. This entails providing free product to the bloggers and money compensation in return for reviews or mentions about the product in their blog posts. Also, Snapple will buy banner ads for blogs similar to its brand personality, such as food and lifestyle bloggers.

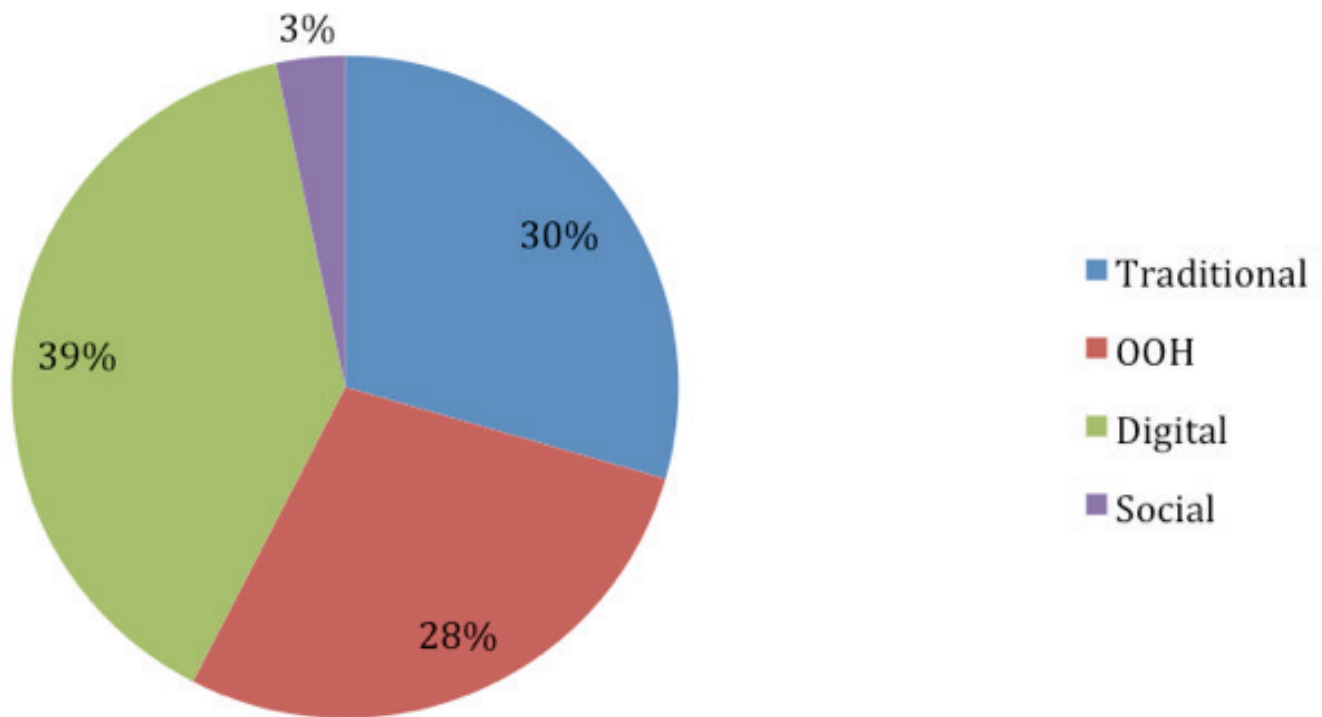
Digital

Snapple accounted for its digital spending to be \$15,600,000. In order to meet this campaign’s target audience of 18 to 34-year-olds, Snapple must consider the media habits specific to this group. “Almost 75 percent of the media consumed globally is digital media” (Kelley et al. 2015). Of those who consume digital media, more than half of those users are under the age of 25. Snapple must capitalize on the popularity of this market by utilizing its budget’s strong focus on digital, which is about 40 percent of the total budget. While the target audience is consumed of both male and female, the digital advertisements are directed at websites that are generally for millennials. The digital ads of various types and sizes will be placed on websites for news (USA Today), entertainment (MTV), lifestyle (Better Homes and Gardens and Web MD). Snapple must also utilize its digital spending on websites specifically catered toward millennials, such as Elite Daily: The Voice of Generation Y. Snapple can surpass its competitors by increasing its share of voice digitally and meeting the media demands of its target consumers. Digital ads are especially important because of its national popularity. Although digital ads can be placed to target a specific location, it also has the ability to reach a national, or even global, audience via one general website ad buy. If need be, ads can be tailored to meet the media demands of specific regional preferences.



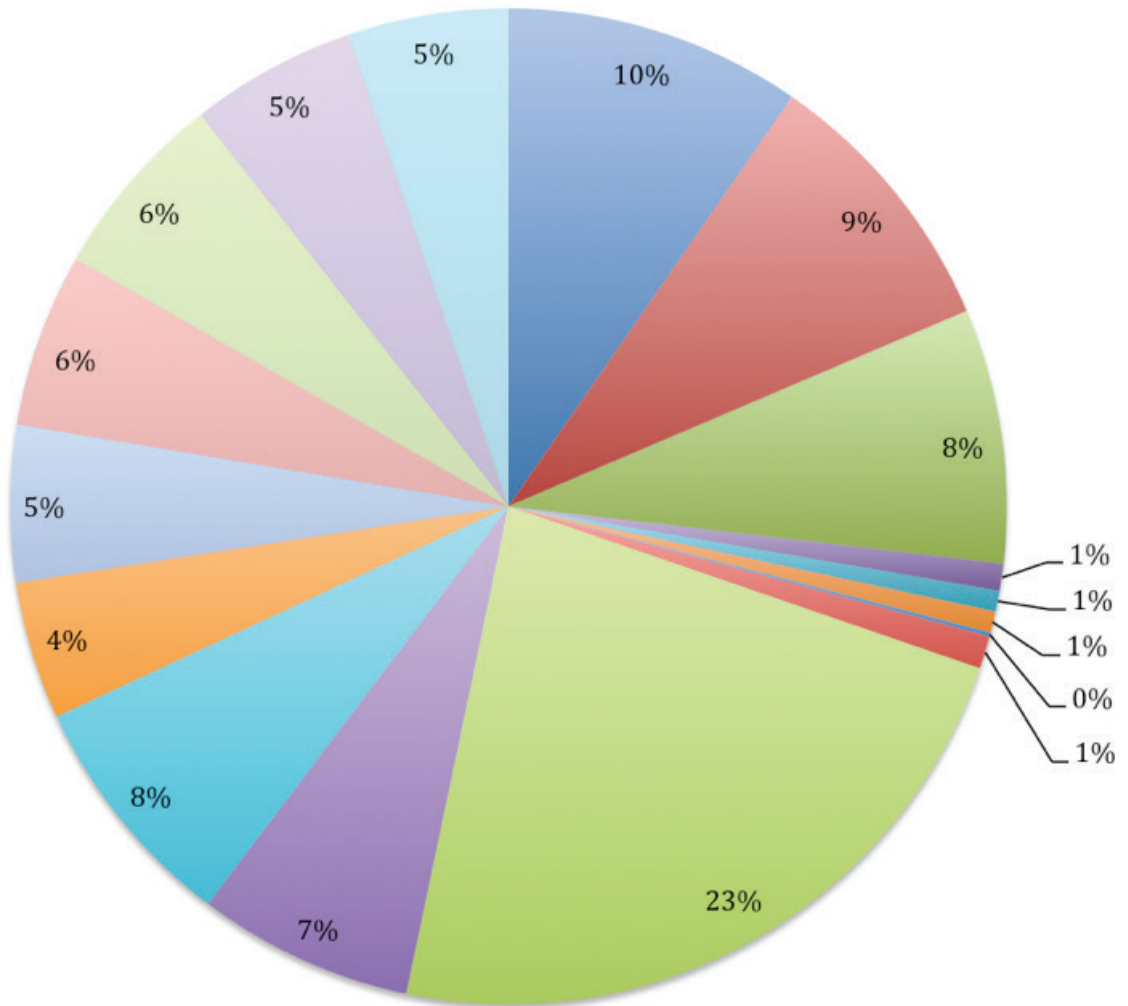
Media Mix

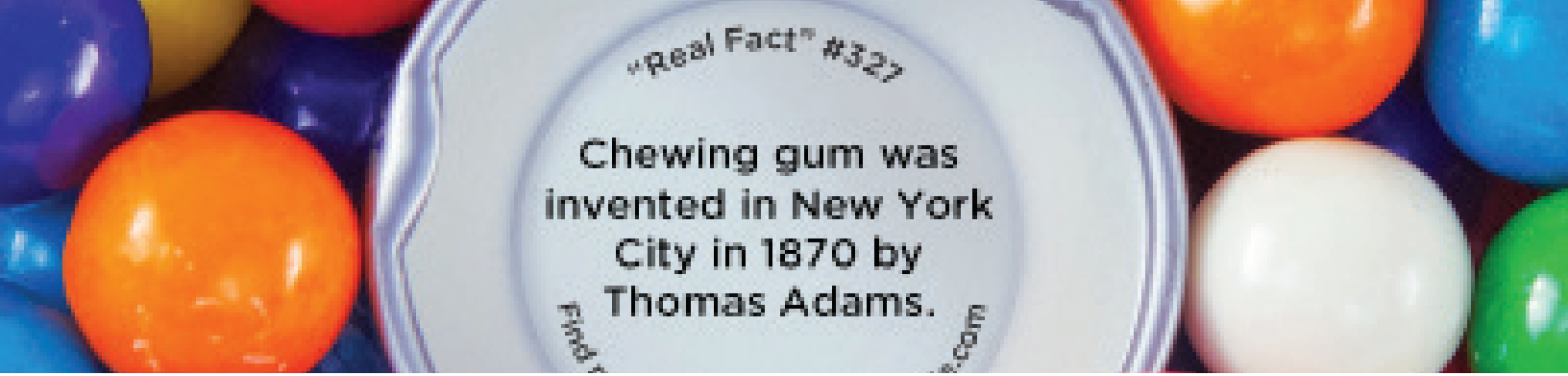
Category Media Mix



Tactic Media Mix

- In-store samples
 - In-store check out divider
 - Twitter
 - Social media manager
 - TV
 - US Weekly (online)
 - Web MD (online)
 - USA Today (online)
 - Elite Daily (online)
- In-store shelf ads
 - Facebook
 - Instagram
 - Bloggers
 - Magazines
 - Better Homes and Gardens (online)
 - VH1 (online)
 - MTV (online)





Budgets and Calendars

Non-Traditional Media Flowchart

Advertising	February	March	April	May	June	July	August	September	October	November	Total Spending
	Low	Low	Medium	High	High	High	Medium	Medium	Low	Low	
Digital											
US Weekly	\$30,000.00	\$150,000.00	\$150,000.00	\$650,000.00	\$750,000.00	\$750,000.00	\$150,000.00	\$225,000.00	\$250,000.00		\$3,105,000.00
Better Homes & Gardens				\$350,000.00	\$350,000.00	\$350,000.00	\$350,000.00	\$350,000.00		\$40,000.00	\$1,790,000.00
Web MD				\$600,000.00	\$600,000.00	\$600,000.00	\$60,000.00	\$100,000.00	\$75,000.00		\$2,035,000.00
VH1				\$420,000.00	\$420,000.00	\$420,000.00	\$300,000.00	\$350,000.00	\$300,000.00	\$40,000.00	\$2,250,000.00
USA Today	\$100,000.00	\$100,000.00	\$125,000.00	\$550,000.00	\$550,000.00	\$550,000.00	\$100,000.00	\$250,000.00	\$125,000.00		\$2,450,000.00
MTV	\$40,000.00	\$100,000.00	\$150,000.00	\$500,000.00	\$500,000.00	\$500,000.00	\$100,000.00	\$205,000.00	\$100,000.00		\$2,195,000.00
Elite Daily	\$14,000.00	\$100,000.00	\$128,000.00	\$475,000.00	\$475,000.00	\$475,000.00	\$100,000.00	\$200,000.00	\$100,000.00	\$10,000.00	\$2,077,000.00
In-store											
Samples		\$250,000.00	\$300,000.00	\$1,000,000.00	\$1,000,000.00	\$1,000,000.00	\$300,000.00				\$3,850,000.00
Shelf Ads		\$125,000.00	\$225,000.00	\$1,000,000.00	\$1,000,000.00	\$1,000,000.00	\$225,000.00				\$3,575,000.00
Check out divider		\$100,000.00	\$150,000.00	\$900,000.00	\$1,000,000.00	\$1,000,000.00	\$150,000.00				\$3,300,000.00
Social Media											
Facebook	\$5,000.00	\$6,000.00	\$8,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$6,000.00	\$20,000.00	\$6,000.00	\$1,000.00	\$352,000.00
Twitter	\$3,000.00	\$6,000.00	\$7,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$6,000.00	\$15,000.00	\$6,000.00	\$500.00	\$268,500.00
Instagram	\$3,000.00	\$8,000.00	\$10,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$8,000.00	\$15,000.00	\$8,000.00	\$500.00	\$277,500.00
Social Media Manager	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$50,000.00
Bloggers				\$100,000.00	\$100,000.00	\$100,000.00		\$125,000.00			\$425,000.00
Monthly Total	\$200,000.00	\$950,000.00	\$1,258,000.00	\$6,800,000.00	\$7,000,000.00	\$7,000,000.00	\$1,860,000.00	\$1,860,000.00	\$975,000.00	\$97,000.00	\$28,000,000.00

Traditional Media Flowchart

AgenTea Snapple Flowchart Traditional Media

Student	Caitlyn Rollins
Professor	Laura Bright
Semester	Fall 2015

Target Demo: All Adults ages 18-24

Medium	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Total Across
Net TV-Daytime \$(000)				31 1290.5	20 832.6	20 832.6							GRPS: 71 COST: 2955.6
Net TV-Prime \$(000)				25 1501.9	35 2102.7	35 2102.7							GRPS: 95 COST: 5707.3
Net TV-Sports \$(000)		12 450.4	4 150.1						4 150.1				GRPS: 20 COST: 750.6
Net Cable-Daytime \$(000)	105 436.2		78 324.0				24 99.7	24 99.7	70 290.8				GRPS: 301 COST: 1250.4
Magazines-Womens \$(000)			1 19.7	1 19.7	1 19.7	1 19.7	1 19.7	1 19.7		6 118.1			GRPS: 12 COST: 236.3
Magazines-General Interest \$(000)			1 16.7	24 401.2	1 16.7	1 16.7			1 16.7	23 384.5			GRPS: 51 COST: 852.6
National Only Area													
GRPS	104	11	84	80	56	56	24	24	75	28			GRPS: 549
\$(000)	436.2	450.4	510.5	3213.3	2971.7	2971.7	119.4	119.4	457.6	502.6			Cost: 11752.8
Reach	26.4	9.2	27.9	45.8	31.1	31.1	14	14	26.2	26.5			
Avg. Freq.	4.0	1.3	3.0	1.8	1.8	1.8	1.8	1.8	2.9	1.1			

Conclusion

This media plan reaches Snapple's target audiences in the most efficient and effective way. By engaging with its audience, Snapple will develop a larger and more passionate following. By increasing awareness more thoroughly around the U.S., Snapple will reach Top-of-Mind awareness at a quicker and more powerful rate.

Most of the advertising efforts focus on non-traditional media, aimed to interact with the growing and open-minded millennial audience. Its ability to reach consumers at home as well as out-of-home, allows Snapple to increase awareness and drive sales simultaneously. This media plan seeks to meet the media trends set by millennials and engage with them to create the customer brand relationship needed for successful future marketing.

This campaign focuses its advertising efforts during the warmer seasons. There is a drop in sales that correlates with the drop in temperature because consumers are less likely to purchase refrigerated beverages in colder months; therefore, the budget will not be applied for December and January. This may limit awareness and decrease Top-of-Mind awareness during winter months. This plan is also less targeted at people who consume more traditional media such as radio and newspapers.

In the future, Snapple should continue to focus on its organic social media pages and monitor its competitors' social media sites to remain at Top-of-Mind when consumers make purchasing decisions. Snapple must also keep up with continuous traditional advertising through media that resonates with the target consumer. As the digital realm is increasing, tracking media habits become harder. In order for Snapple to stay relevant, continual research on trends and media habits is mandatory. With the revenue obtained from this media plan, the following campaign can benefit from a larger budget. This will allow Snapple to advertise more frequently throughout various media.



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* All pictures received from twitter.com/Snapple

Appendix A

Ostrow's Model of Effective Frequency

Low Required Frequency	Frequency Adjustment				High Required Frequency
Market Factors					
Established brand	-2	-1	+1	+2	New brand
High brand share	-2	-1	+1	+2	Low brand share
High brand loyalty	-2	-1	+1	+2	Low brand loyalty
Long purchase cycle	-2	-1	+1	+2	Short purchase cycle
Less frequent usage	-2	-1	+1	+2	Frequency usage
Low share of voice	-2	-1	+1	+2	High share of voice
Target other group	-2	-1	+1	+2	Target old people or children
Message Factors					
Low message complexity	-2	-1	+1	+2	High message complexity
High message uniqueness	-2	-1	+1	+2	Low message uniqueness
Continuing campaign	-2	-1	+1	+2	New campaign
Product-focused message	-2	-1	+1	+2	Image-focused message
Low message variety	-2	-1	+1	+2	High message variety
High wearout	-2	-1	+1	+2	Low wearout
Large advertising units	-2	-1	+1	+2	Small advertising units
Media Factors					
Low clutter	-2	-1	+1	+2	High clutter
Favorable editorial setting	-2	-1	+1	+2	Neutral editorial setting
High audience attentiveness	-2	-1	+1	+2	Low audience attentiveness
Continuous scheduling	-2	-1	+1	+2	Pulse or flight scheduling
Few media vehicles	-2	-1	+1	+2	More media vehicles
High repeat exposure media	-2	-1	+1	+2	Low repeat exposure m