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Executive Summary

For over a hundred years Tone’s® has produced the freshest products of the highest quality. Generations of consumers have used Tone’s® to enhance the flavors of their favorite dishes.

However, Tone’s® has not assumed the top position in the spice category due to neglect. Tone’s® product sales have stagnated in warehouse stores, such as Sam’s Club®, because of this lack of attention.

To remedy this situation, Se7en Advertising will reposition Tone’s® as shoppers’ number one option in Sam’s Club®.

We conducted research to better understand the target consumers. We identified two segments, the Living Well and the Vintage Cook, who embodied the typical Tone’s® shopper in Sam’s Club®. Our media buys, marketing, and creative strategies were directed at engaging this target.

Se7en Advertising utilized traditional media to increase consumer awareness of the freshness and quality in every jar of Tone’s® spices. The advertisements convey imagery reminiscent of the fresh flavor of Tone’s® spices. We employed social media to increase engagement with consumers. In-store promotions were used to reward spice shoppers in Sam’s Club® with exclusive Tone’s® products, and increase consumers’ awareness of Tone’s® dedication to creating quality spices.

Because spices are a low involvement product Tone’s® needed a heartfelt and invigorating campaign to distinguish it from its competitors. Se7en Advertising’s campaign will ensure that Tone’s® cuts through the clutter and emerges as the obvious leader in the spice market.

Follow our recipe for results that are rooted in flavor.

Bon Appétit.
Our research objective was to learn and understand how our target audience thinks, feels, and uses seasonings and spices. Our primary goal was to identify how to reach the target market in order to increase Tone's® sales in Sam's Club®.
Global Food Trends

The top global food trends of 2012 included social cooking, experimenting with new flavors, and social media, including the rise of the YouTube chef. “Over half of consumers globally are highly attentive to eating from a diverse range of foods.” A major trend globally is the importance on eating fresh, local, and seasonal foods. This interest in health has influenced a trend towards functional foods and products that fuel the body. Consumers are more conscious of what they put into their body and value their health. Mini-meals have increased in popularity rather than eating three large meals throughout the day. Food is becoming more of an art as visual presentation of dishes is rising in popularity. Sensory branding has become important and viewed as an elevated factor when dining out. However, consumers remain focused on food indulgence. Consumers want to enjoy a great meal and all of its flavors. Traditional, home-style dishes and cooking techniques continue to be popular.

Global Spice Trends

In 2015, the market for global stimulants and spices industry is forecasted to increase by 44% from 2010 and reach a volume of 51,711,300 tons. The largest market for spices and seasonings in the world is the United States, where individually consumers consume an average of 40 different spices each year. Consumers have a bolder flavor palate than in the past and enjoy experimenting with new flavors. An increase in international travel, popularity of food networks in media, and a great diversity in menu options drive consumers to experiment. Spice consumption has increased due to an interest in new taste experiences and preference for healthier and more convenient food options. The most popular bold ethnic flavors are Mexican, Asian, and Italian. Spices such as chili powder, oregano, red pepper, and cumin are popular with Americans. The recent increase in hot wings on many restaurants menus demonstrates the inclination toward hot and spicy food flavor trends.

New Product Development

New product developments have given way to the “one-shot” pouches of seasonings or multiple one ounce packages of different spices, allowing the consumer to experiment and try different varieties in their cuisine. Also, spices are included in many pre-packaged meals, so consumers are not required to add their
Research

Primary research was conducted through the analysis of 260 completed multiple-choice surveys, first hand observation, and 5 in-depth interviews. Internal secondary research was acquired by examining Tone’s® primary research, which provided insight about the target markets. External secondary research was acquired through the use of PersonicX® data, MRI data, and other Internet channels to keep up with market trends. Various social media platforms were monitored to gain insight about our competitors.

Insights

The survey results demonstrated that 73% of consumers are looking for a bargain. From this result, we can draw the insight that Sam's Club® shoppers are looking for discounts. Of the total respondents, 69% agreed that they go out of their way to purchase fresh rather than packaged items. Consumers are seeking out fresh products over processed and packaged foods. Therefore, we can conclude that there needs to be an emphasis on the freshness of the spices. Results showed that 57% of respondents feel that they have various spices in their cabinets that they don’t use often. To counteract this, we could provide recipe ideas for their spices to encourage consumers to use them more frequently. An additional conclusion showed that 70% of respondents enjoyed experimenting with different spices and seasonings. From these results we can conclude that having the medium packaging at Sam’s Club® will encourage consumers to experiment over the large packaging that is offered.

Target Markets

The primary target market and sub-market were chosen based on consumer segments provided by ACH Foods, Sam’s Club® MRI reports, and PersonicX® Cluster Perspectives. Based on our research, the target market is expanded from the FLVRS segments Living Well and Vintage Cooks.
Living Well are health focused. Beyond thoroughly enjoying cooking, making healthy food drives them to cook from scratch. They're very comfortable in their lives, they are well prepared for retirement and are taking good care of themselves, both physically and mentally. They are living the good life.

Vintage Cooks are traditional cooks who are preparing the meals they grew up with. They are not experimenting in the kitchen and they certainly are not trying new and exotic spices and flavors. They also have traditional values.
Consumer Profile

**Jolene** - is forty-six years old and a member of the Living Well segment. She is a wife and mother of two children: a twelve-year old and sixteen-year old. Her husband works many hours a week, so Jolene does the majority of the shopping and cooking after work. Their household income is $65,000. She works as an administrative assistant and lives in a county of 120,000 residents. She has high standards for the food she serves and strives to buy healthy, fresh ingredients. She spends a great deal of time planning meals and exploring new, healthier recipes before heading to the grocery store with a detailed list. She enjoys cooking for her family and friends. Her busy work schedule makes it difficult for Jolene to stop at the store frequently, so she prefers to buy in large quantities. In the spice aisle she seeks classic spices that will enhance her meals. In her spare time, Jolene enjoys spending time outdoors. Her hobbies include swimming, gardening, and camping. She also subscribes to *Ladies Home Journal* and *Family Circle* magazine, and she watches ABC Family™ with her husband and kids.

**Annette** - is a fifty-nine year old businesswoman in the Vintage Cooks Segment. She is the head of her household and is nearing retirement and budgets her money carefully. Her household income is $64,000. She is familiar with the grocery store and the products she needs to buy to meet her cooking needs. She strives to use classic recipes and holds family recipes near and dear to her heart. Although she has a great appreciation for the past, she occasionally tries new recipes. However, she usually returns to her trusted family favorites. The classic Tone’s® spices provide the fresh quality product she is looking for and the essentials she needs to keep her family recipes consistent. Annette lives in the Midwest in a county of 24,000 residents. She enjoys the outdoors where she goes camping, swimming, and gardening. Annette has magazine subscriptions with *Southern Living* and *Better Homes and Gardens*.

### SWOT Analysis

#### STRENGTHS

- Large shelf-share in Sam’s Club®
- Over 50 different spices
- Bulk packaging for restaurant use
- Different sized packaging for individual and family use
- Competitive pricing per ounce
- Small competitive market in Sam’s Club®
- Digital marketing to position company on social media sites
- Engaging social media content, such as “Recipe of the Week” and “Did You Know?”
- Geographic expansion
- Potentially offer online purchasing

#### WEAKNESSES

- Not present on social media
- Lack of visibility as a major spice company
- Less creativity in spice options compared to Weber® and McCormick’s®
- Spices aren’t available in every package size

#### OPPORTUNITIES

- Main competition active on social media
- Main competition more creative in spice options
- Competition from Costco®
- McCormick’s® is offered in more stores nationwide
- Changing consumer behavior is more difficult with a low involvement product

#### THREATS

- Changing consumer behavior is more difficult with a low involvement product
Industry Analysis

Today’s spice industry is incredibly specialized. In this oversaturated market, McCormick’s® is the presumed leader. However, Tone’s® has the potential to be a market leader. There is a wide range and variety of brands on the spice market, from basic spices for low prices to refined spices for a higher price per ounce. It is easy for the consumer to confuse top spice distributors and few consumers can recognize the market leader. When conducting research on spices the actual spice product, not the brand, is more prevalent. Home-cooking magazines and websites discuss the best spices, rather than the top company.

In today’s market, consumers agree that there is little difference between Tone’s® garlic powder, McCormick’s® garlic powder and Walmart’s® Great Value® garlic powder. The best method to differentiate between brands is by target market, price, and packaging.

Tone’s® Company Analysis

Tone’s® is a subsidiary of ACH Foods located in Ankeny, Iowa. Tone’s® sells fresh, quality spices in various sizes. In Sam’s Club® the most variety is offered in bulk sizes. Tone’s® products are sold in stores other than Sam’s Club® in smaller packages with a variety of selections.

Tone’s® main competition is McCormick’s®. While Tone’s® has the largest shelf-share in Sam’s Club®, they fall short in shelf-share and sales in non-warehouse stores.

Competitive Analysis

McCormick’s®

McCormick’s® is the spice industry’s largest producer. Product lines include Emeril’s Essence™, Lawry’s®, Mrs. Dash®, and Old Bay®, as well as a McCormick’s® Gourmet line of spices. McCormick’s® targets the same market segments, offers its products in the same stores as Tone’s®, and positions its product similarly. McCormick’s® is slightly more expensive and boasts a more extensive product line. McCormick’s® products are sold directly to customers and through brokers, wholesalers and distributors, such as Sam’s Club®.

Grocer Labels

Local Grocer Label spices, such as Walmart’s® Great Value®, compete with Tone’s®. While they do not directly compete with Sam’s Club®, these in house labels are less expensive than Tone’s®. Walmart’s® Great Value® line offers spices such as cumin, basil leaves, and paprika at a more convenient size and price for Walmart® shoppers. The target market for these spices differs slightly, as house labels do not offer the same size packaging as Tone’s®. This market is looking for a much smaller size for less frequent use. These labels are only distributed in the store that owns the label and are always less expensive than national brands. However, the market share for house labels is small even when most major players, such as Meijer®, Kroger®, and Walmart® are combined.

ACH In-House Competitors

ACH is the parent company of Tone’s® and various other spices, including French’s®, Weber® and Spice Islands®. These also compete with Tone’s®, especially among Sam’s Club® shoppers. Spice Islands® is a more expensive and higher quality product. It is offered in more stores and smaller packages. Their production process differentiates them from their competition. They believe that, “not all spices are created equal” and their target market earns a higher income than Tone’s®. Spice Islands® target consumers who prefer higher quality ingredients. Weber® is ACH’s highly specialized grilling line and offers marinade mix, grilling sauces, and combined spices. While Tone’s® specializes in individual spices, Weber® offers products such as “Classic BBQ Seasoning” and “Kick’n Chicken Seasoning”. Weber® offers convenient seasonings for their target markets’ needs. Prices are comparable to Tone’s®.
The marketing objective is to increase awareness of Tone’s® among Sam’s Club® shoppers. This will be accomplished through advertising, social media, and in-store promotions.

**Advertising**

Two advertising media will be used in the campaign. Out-of-home and magazine offer the highest reach for Tone’s® target market. Billboards will reach the largest number of consumers in the target market. Effectiveness will be measured directly by sales at Sam’s Club® location. Magazine advertisements will be placed in the highest-read magazines for the target markets. The design and planning of the advertisements are discussed further in the Creative Strategy and the Media Planning Strategy.

**Social Media**

Social media is a significant opportunity for Tone’s®. Using Facebook, Tone’s® can create more awareness within the target markets. Facebook is the most popular social media website with the target markets. Spices are a low involvement purchase. The more visible the brand is to consumers, the greater the opportunity is to increase sales in Sam’s Club®. Posts will include articles and content related to Tone’s®, cooking, and spices. Facebook page “Likes” will be used to measure engagement with the target market. Information about Tone’s®, contests, and other interesting and engaging content will be posted on the Tone’s® Facebook page. Facebook allows its business pages to track their analytics. Facebook provides methods to track the demographics of visitors, the number of views in a given time frame, and types of engagement. Facebook also provides options and advice about increasing reach, including when and what to post, and ways to engage with fans.

**Tone’s® Spice Crate**

The Tone’s® Spice Crate is a new product, offering Tone’s® spices in convenient packaging. It offers a unique product for Sam’s Club® shoppers and gives the target audience a convenient assortment of spices. A recipe book is included in the crate featuring recipes from the Tone’s® website. Serving as a storage space and decorative element in the home, the crate encourages Sam’s Club® shoppers to continually purchase Tone’s® in order to refill their crate. The Tone’s® Spice Crate will also include a recipe book.
### Media Objective

The media objective is to increase the exposure and visibility of Tone’s® in Sam’s Club® and to reach the target audience, age 40 to 60, in the Tone’s® FLVRS Living Well and Vintage Cooks segments, through traditional media. A further objective is to engage the target on social media by starting a Facebook page and a recipe contest.

### Media Strategy

A flighting schedule will be used. Advertising messages will be scheduled to run during time intervals separated by periods in which no messages appear. Any period of time in which messages appear is the ‘flight’. October 2015 and April 2015 will be the ‘flight,’ coinciding with harvest and planting seasons.

The approach will be defensive. Tone’s® is an established brand with a set base that can reinforce its messages. The defensive approach will be effective because Tone’s® has greater visibility in Sam’s Club® than its competitors. Tone’s® also has an established customer base, to who they need to reinforce their message, while attracting new customers.

The target audience will be reached with billboard and magazine advertisements appearing in both months, but with different messaging tailored to the season.
Advertising will convey to primary household grocery shoppers, age 40 to 60, that Tone’s® is committed to providing high quality, value spices to create consistent and flavorful meals for their families. Advertising will emphasize the fresh flavor and quality of Tone’s® spices. Support will be Tone’s® dedication to helping families create home-style, traditional meals with ingredients from around the world. The tone will be heartfelt and invigorating.
The magazine advertisement communicates visually the fresh quality that Tone’s® provides to consumers. In surveys, 92% of respondents agreed that fresh is always better and 69% said that they go out of their way to purchase fresh items. Emphasis is placed on the freshness of Tone’s® spices. The text “Rooted in Flavor” relates to the health and family driven target. It conveys the message that Tone’s® brings families back to the root of a fresh and healthy lifestyle and to Tone’s® trusted quality guarantee. The variation in the visual reminds the target that Tone’s® is relevant throughout the year. 75% of interviewees did not buy Tone’s® at Sam’s Club® because they were unaware that these products were offered at Sam’s Club®. The Sam’s Club® logo is incorporated into the print advertisement to inform consumers that Tone’s® is sold in Sam’s Club® locations.
Outdoor will reach the largest portion of the target market. Outdoor advertising uses the same message communicated in the magazine advertisements to remain consistent and build recognition through repetition. The message demonstrates visually the fresh quality that Tone’s® provides. The tag “Rooted in Flavor” relates to the health and family driven target. It conveys the message that Tone’s® brings families back to the root of a fresh and healthy lifestyle and to Tone’s® trusted quality guarantee. The variation in the visual reminds our target that Tone’s® is relevant throughout the year. Interviews showed that consumers were unaware that Tone’s® is available at Sam’s Club®. The Sam’s Club® logo is incorporated into the billboard advertisement to strengthen this connection and increase awareness in consumers.
The Tone’s® Spice Crate is an important factor in altering the consumer’s attitude when shopping for spices in Sam’s Club®. The crate offers a unique product to Sam’s Club® members and gives them a convenient assortment of spices. 57% of survey respondents stated that their cabinets are filled with spices they don’t use often. This was attributed to clutter. Consumers tend to forget they own spices they cannot easily access. The decorative crate will remedy this issue. The crate is a small, attractive storage unit to store and organize Tone’s® spices. A recipe book featuring recipes from the Tone’s® website is included in each crate. The rustic charm of the crate will enhance their home and remind consumers that Tone’s® has always had a place in their kitchen. By refilling their crate with Tone’s® spices from Sam’s Club®, our target will become repeat customers. The crate is designed to aesthetically display the smallest sized Tone’s® spice jars offered at Sam’s Club®, while not doing so for other brands. It will encourage consumers to use Tone’s® spices and purchase the brand more frequently. Since Tone’s® provided them with a useful and decorative product, with the Tone’s® logo prominently displayed on the crate, consumers will feel a sense of loyalty to the brand. The promotional crate will be offered for one month at a time and in limited quantities in October and April and will correspond with other seasonal advertisements.
High Spirited Guacamole

Ingredients
2 large ripe avocados, pitted, peeled
1/2 cup diced tomato
3 tablespoons fresh lime juice
1 tablespoon tequila, if desired
2 teaspoons Tone’s® Crushed Red Pepper
1 teaspoon Tone’s® Ground Cumin
1/2 teaspoon salt
1/4 teaspoon Tone’s® Garlic Powder

Directions
Mash avocados coarsely with a fork in a medium bowl.

Stir in remaining ingredients;

Let stand 15 minutes to blend flavors.

Garnish with lime wedges, if desired.

BBQ Pork Sliders

Ingredients
1-1/2 pounds shoulder or butt pork roast
3/4 cup Barbecue Sauce
1/2 cup water
1 tablespoon honey
1 tablespoon freshly grated orange peel
1 Tone’s® Bay Leaves
1/2 teaspoon Spice Islands® Thyme
1/4 teaspoon Tone’s® Crushed Red Pepper
1/4 teaspoon Tone’s® Fine Ground Black Pepper
12 dinner rolls

Directions
Cut roast into 3 to 4 pieces.

Place pork in a greased or lined slow cooker.

Combine remaining ingredients

Pour over pork.

Cover and cook on HIGH for 3 to 4 hours or LOW for 6 to 7 hours until pork is very tender.

Pumpkin Ice Cream Pie

Ingredients
1 cup canned pumpkin
1/2 cup packed brown sugar
1 teaspoon Tone’s® Ground Cinnamon
1/2 teaspoon Spice Islands® Ground Ginger
1/4 teaspoon Tone’s® Ground Nutmeg
1 quart vanilla ice cream, softened
1 prepared pie crust, pastry or graham cracker

Directions
Mix pumpkin, brown sugar, ginger, cinnamon, and nutmeg in a large bowl.

Fold in softened ice cream.

Pour mixture into crust.

Freeze until firm.

Find Us on Facebook
Visit us on Facebook and share a photo of your homemade recipes prepared with Tone’s® spice and we’ll choose 10 original recipes to be featured in our next booklet.

The recipe book is an exclusive offer included in the Tone’s® Spice Crate. The recipe book contains nine recipes: three appetizers, three main courses, and three desserts. The book is a sample of recipes offered on the Tone’s® website, which suggest the use of specific Tone’s® spices. The recipe book encourages consumers to utilize the spices in their Tone’s® Spice Crate in all their recipes. The book also serves as a means to drive the consumer to Facebook by encouraging them to share photos of their favorite dishes and recipes on the Tone’s® Facebook page for a chance to have their recipes featured in Tone’s® next recipe book and on their website. The book reminds consumers that Tone’s® quality products can enhance their own recipes and encourages them to experiment with new flavors in the kitchen.
Mash avocados coarsely with a fork in a medium bowl. Stir in remaining ingredients; let stand 15 minutes to blend flavors. Garnish with lime wedges, if desired.

**Ingredients**
- 2 large ripe avocados, pitted, peeled
- 1/2 cup diced tomato
- 3 tablespoons fresh lime juice
- 2 teaspoons Tone’s® Crushed Red Pepper
- 1 teaspoon Tone’s® Ground Cumin
- 1/2 teaspoon salt
- 1/4 teaspoon Tone’s® Garlic Powder

**Directions**
Visit us on Facebook and share a photo of your homemade recipes prepared with Tone’s® spice and we’ll choose 10 original recipes to be featured in our next booklet.

**High Spirited Guacamole**

Mix pumpkin, brown sugar, ginger, cinnamon, and nutmeg in a large bowl. Fold in softened ice cream. Pour mixture into crust. Freeze until firm.

**Ingredients**
- 1 cup canned pumpkin
- 1/2 cup packed brown sugar
- 1 teaspoon Tone’s® Ground Cinnamon
- 1/2 teaspoon Spice Islands® Ground Ginger
- 1/4 teaspoon Spice Islands® Ground Nutmeg
- 1 quart vanilla ice cream, softened
- 1 prepared pie crust, pastry or graham cracker

**Directions**
Cut roast into 3 to 4 pieces. Place pork in a greased or lined slow cooker. Combine remaining ingredients and pour over pork. Cover and cook on HIGH for 3 to 4 hours or LOW for 6 to 7 hours until pork is very tender.

**BBQ Pork Sliders**

The recipe cards are an in-store handout that will be displayed near the Tone’s® Spice Crates for the duration of their appearance in Sam’s Club®. The cards will be a promotional material given to customers when the Tone’s® Traveling Spice Jar appears in each store. The recipe cards offer an opportunity for those not purchasing the Tone’s® Spice Crate to experiment with new recipes and encourages them to visit the Facebook page and share their recipes. Each card will feature one of the nine recipes included in the recipe book.

**Recipes**

- **High Spirited Guacamole**
- **BBQ Pork Sliders**
- **Pumpkin Ice Cream Pie**

**Find Us on Facebook**

Visit us on Facebook and share a photo of your homemade recipes prepared with Tone’s® spice and we’ll choose 10 original recipes to be featured in our next booklet.
The Traveling Spice Jar serves as a promotional product for Tone’s® and will further expose consumers to the message that Tone’s® spices offer fresh quality ingredients. This larger-than-life sized jar will travel from one Sam’s Club® to another promoting Tone’s® products and building consumer awareness. Customers can enter the spice bottle to find 360-degree digital screens and a touch screen for consumer interaction. Customers can click on certain spices from the Tone’s® product line and the screen will change and take them to a field in the part of the world where the spice is grown. After a consumer exits the booth, an employee will hand them a coupon offering a discount on Tone’s® products. This jar assures consumers that Tone’s® offers quality spices and drives them to the spice aisle. This Traveling Spice Jar can last far past the duration of the campaign and can be taken to fairs, festivals, and other events across the country to increase awareness of Tone’s®. This jar also has the potential to gain attention from the media and reach consumers who do not normally go to the spice aisle in Sam’s Club®.
Facebook will reach the target markets. Interviews showed that the target is primarily interacting on Facebook while not using other social media websites extensively or effectively. Although research showed that the targets are present on other social media websites, such as Pinterest and Twitter, they are not using these websites consistently enough to justify a presence on them. Therefore, efforts will be focused toward creating a solid Facebook presence. The purpose of Facebook will be to raise awareness of Tone’s® in Sam’s Club®. Tone’s® promotional messages will direct consumers to exclusive offers at Sam’s Club®. The recipe book included in the Tone’s® Spice Crate promotion at Sam’s Club® will encourage members to interact with the Facebook page by posting personal recipes and photos. Recipe cards will be offered near the Tone’s® Spice Crate display to reach consumers who browse in the spice aisle, but do not purchase the Tone’s® Spice Crate. The recipe cards include one Tone’s® original recipe and a message encouraging consumers to connect with Tone’s® on Facebook. On the day that the Traveling Spice Jar arrives at a particular Sam’s Club® location, coupons offering a discount on Tone’s® spice products will be given to consumers who participate in the promotion with a message encouraging them to “Like” Tone’s® on Facebook.
Another option for an in-store promotion available to Tone’s® in Sam’s Club® is the Freeosk™. The Freeosk™ will give Tone’s® the opportunity to reach Sam’s Club® customers who do not purchase the Tone’s® Spice Crate or do not participate in the Traveling Spice Jar promotion. Consumers simply scan their Sam’s Club® membership card at the Freeosk™ and it will dispense a free sample of a particular spice with a corresponding recipe card. On the back of the recipe card will be a message encouraging shoppers to engage with Tone’s® Facebook page. This is a valuable option for Tone’s® because it is a quick, easy, and risk free way for consumers to interact with the brand. Consumers do not have to spend any time or money on this promotion in order to receive a reward, which would create a sense of goodwill toward Tone’s® and increase the likelihood that they will choose Tone’s® the next time they are shopping for spices.
We will reach the first segment, Living Well, through advertisements in *Family Circle* in select regional markets and all 25 markets with billboards. We will reach the second segment, Vintage Cooks, through advertisements in *Southern Living* in select regional markets and all 25 markets with billboards.

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The Traveling Spice Jar can be taken to all 612 Sam’s Club® locations across the U.S. Other options include, special events such as, The Iowa State Fair, ‘The Minnesota State Fair”**, and other major fairs. It can also travel to major food festivals, including The Taste of Chicago, the International Food Festival in Des Moines, and similar events around the nation.
Tone’s® average sales are $75 million annually. An eight percent increase in sales is projected as a result of this campaign. This brings Tone’s® average annual sales to $81 million. The $6 million increase, minus the $1 million campaign budget, divided by the $1 million investment equals the five percent Return on Investment (ROI) of this campaign.

\[
\text{ROI} = \frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}
\]

Magazines
Magazines have a long life span because of pass-along readership. Media Research & Intelligence (MRI) data supports magazine heavy usage in quintiles. MRI data supports the specific magazine choices of Southern Living and Family Circle. The index numbers for these were 154 and 143 respectively, indicating that Tone’s® consumers are reading these magazines. By placing advertisements in these magazines the target markets will be reached and this will increase their awareness of Tone’s®, effectively increasing sales in Sam’s Club®.

Outdoor (Billboard)
Impressions are sizeable in comparison to other media. MRI data supports outdoor heavy usage quintiles and the specific locations of the 25 markets. These markets fall within the B, C, and D counties concentrated heavily in the targeted Midwest and South regions. Consumers within these counties are frequent travelers and will be exposed to the advertising. Sam’s Club® locations are present in all of these counties and other locations chosen for the placement of advertisements.

Social Media
The creation of a Tone’s® Facebook page will establish a social media presence. The page will engage our target markets, who are already active on Facebook. The recipe contest on Facebook will engage consumers and ensure return.

Promotions
The Traveling Spice Jar will provide Sam’s Club® shoppers with more information regarding the source of their Tone’s® spices, helping them establish a connection with the brand and the category. It will also supplement the Tone’s® Spice Crate promotion in Sam’s Club®. The in-store Tone’s® Spice Crate promotion will bring an estimated gross profit of $1,252,800. This was calculated by charging customers $15 per crate, which was decided by averaging the price of individual spices and offering a discount for consumers who purchase the Crate instead of three individual Tone’s® spices. A total of 200 crates will be placed in each Sam’s Club® for the duration of the campaign. Between the 612 Sam’s Club® locations, an estimated average of 160 crates per store will be sold. Estimated total sales would equate to $1,468,800, resulting in a gross profit of $1,252,800 after the subtraction of production costs.
Se7en Advertising will reposition Tone's® as consumers' preferred spice brand in Sam's Club®.

The proposed campaign will increase consumers’ awareness of Tone's® and the quality products they offer.

Based on the research, the campaign will increase awareness among our target market through the use of traditional media, including magazines and billboards. The advertisements will convey imagery reminiscent of the fresh flavor of Tone's® spices.

The campaign will engage the target market using social media, specifically Facebook, to build a stronger relationship between consumers and the brand and increase the consumers' brand loyalty to Tone's®.

Finally, the campaign will reward the target market using in-store promotions in Sam's Club® by introducing the Tone's® Spice Crates and the Traveling Tone's® Jar.

By following our recipe, Tone's® will enjoy higher consumer brand loyalty, awareness, and increased sales in Sam's Club®.
The Chefs

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