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We are an agency of six women. We were all brought together under the basis that we work hard, are dedicated to the craft of advertising, and that we are all passionate about what we do, both in and out of the workplace. We know that our advertising tactics and justifications will “wow” you, hence the agency name, WOWfactor.

A group of individuals coming together doesn’t always work, but with our mutual respect for each other, unique educational backgrounds and admiration for each other’s work, we know that our agency can bring the WOWfactor to everything we produce!

MEET THE TEAM

SAVANA DALE
ACCOUNT EXECUTIVE
Tulsa, Oklahoma
Fun Fact: Has had Lasik eye surgery to correct her vision

JEFFREY COOKE
MEDIA PLANNER
Pella, Iowa
Fun Fact: Has been part of two world record setting events

BROOKE DAHNERT
RESEARCH
Glenview, Illinois
Fun Fact: Is a dual citizen of the US and Australia

SIA EKONOMOU
STRATEGY
Wheaton, Illinois
Fun Fact: Is 100% Greek

TINA STANLEY
COPYWRITER
Northfield, Minnesota
Fun Fact: Hates winter

HALEY AUSTIN
CREATIVE
Batavia, Illinois
Fun Fact: Has never eaten a hot dog or a hamburger
The long-term goal of Tone’s® is to create consumer loyalty within Sam’s® Club. In order for the campaign to be successful, Tone’s® will utilize a variety of advertising tactics to maximize the budget and effectively reach our target market.

Tone’s® will enhance the excitement of the brand through the introduction of our campaign slogan, “Spice up your palate.” The culminating element of our campaign will be at State Fairs. State Fairs allow Tone’s® to provide the ultimate brand experience by interacting directly with the consumer.

Integrating creative elements throughout the whole campaign allows consumers to have greater interactions with Tone’s® both in store and at home. Your palate should not only be “bursting with flavor,” but the cooking experience itself should be a creative process.

**TONE’S® WILL "SPICE UP YOUR PALATE."**
OUR AGENCY HAS COLLECTED PRIMARY AND SECONDARY RESEARCH TO SUPPORT OUR CHOICES OF WHERE TO PUT OUR ADVERTISING DOLLARS.

THE FOLLOWING RESEARCH WAS COLLECTED THROUGH DRAKE UNIVERSITY'S ADVERTISING RESEARCH CLASS, AND WAS GIVEN TO US BY ACH® FOODS, INC.
Primary Research

187 surveys completed

65% enjoy experimenting with spices and seasonings

Secondary MRI Data

31,000 don’t think to purchase spices at Sam’s Club stores

31 million households have a Sam’s Club membership

Why Aren’t They Buying?

74% said the spice containers are too large

“Variety is limited” says 16%
<table>
<thead>
<tr>
<th><strong>STRENGTHS</strong></th>
<th><strong>WEAKNESSES</strong></th>
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<tbody>
<tr>
<td>Owned by ACH Foods, Inc. ACH® is the leader of specialty foods in America.</td>
<td>Tone's® is one of six spice brands owned by ACH® Foods, Inc.</td>
</tr>
<tr>
<td>Sam's® Club has over 600 stores and 47 million members, making the national reach very high.</td>
<td>The warehouse style of Sam's® Club limits opportunities for promotion</td>
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<tr>
<td>Tone's® is available in a variety of sizes.</td>
<td></td>
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<tr>
<td>Sam's® attracts small business owners because of bulk sized items.</td>
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<tr>
<th><strong>OPPORTUNITIES</strong></th>
<th><strong>THREATS</strong></th>
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<tr>
<td>Competition exists, but there is tremendous potential for growth.</td>
<td>Bad crop seasons could lead to a decrease in sales and poor brand image.</td>
</tr>
<tr>
<td>Advertising and promotions will help in claiming a portion of the 50% market share that is currently unallocated.</td>
<td>Sam's® Club requires a membership so the general public doesn't shop there.</td>
</tr>
<tr>
<td>Sam's® Club has a very high number of clubs and members in the south that allows us to target specific areas where our target audience is located.</td>
<td>Sam's® lowest membership costs around $50, so people on a budget may not shop at Sam's®.</td>
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<tr>
<th><strong>COMPETITIVE THREATS</strong></th>
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<tr>
<td>McCormick® is the current global leader in the spice and seasoning category. McCormick®, and Lawry's® are on Sam's® shelves, and are direct competitors to Tone's®. With several different brands, McCormick® commands nearly half the market and is over twice as large as the next leading competitor.</td>
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| Mrs. Dash® is a line of salt-free seasoning blends. The Mrs. Dash® line contains more than a dozen blends of spices and is committed to offering healthy alternatives. |  |

| Ac'cent is a low-sodium flavor enhancer that “Wakes Up Food Flavor!” It has been considered the secret ingredient in many receipes, and is a terrific salt-alternative without diminishing taste. |  |
MARKETING MIX

PRODUCT

- Tone’s® provides high quality, fresh spices and seasonings assembled from a variety of international locations.
- There are multiple different package sizes available for purchase including bulk and value sizes.

PRICE

- Tone’s® spices are priced slightly below competitive brands

PLACE

- Tone’s® spices are located throughout many Midwest grocery stores due to the fact that Tone’s® is housed centrally in Iowa
- There are often Tone’s® branded shelving units which house the many varieties of extra small packaged spices.
- Through a contracted partnership, club sized Tone’s® spices are being distributed and sold nationally through Sam’s® Club warehouses.

PROMOTION

- Promotion for Tone’s® within Sam’s® Club warehouses has been silent since the partnership was made.
- There are limitations to point of purchase displays and promotional activities within Sam’s® Club.
As part of our campaign parameters, we were asked to target consumers with Sam’s® club memberships. To achieve the correct demographics, we cross-compared the MRI data between Tone’s® Spices and Sam’s® Club to find the best possible target audience.

While our campaign is national in scope, the budget will be best spent in the Southern region of the United States. This is due to the fact that Sam’s® Club Warehouses are highly concentrated in these areas and consumers who live in this region are actively buying spices.

**The following demographic was constructed from MRI data**

- **Men and Women**
- **Married with 4+ Children**
- **45-55 Years Old**
- **Lives in the South**

**African American & White**

- **Household Income 60K-100K**
- **Homeowners**
- **Education: College Degree**
CONSUMER PROFILES

Tom (53) & Janice Campbell (50)
- Atlanta, Georgia
- Tom works at Zaxby’s corporate with a salary of 100k per year
- Parents of four teenagers
- Janice is an avid Pinterest and Facebook user and subscribes to the Atlanta Journal Constitution
- Janice spends a lot of time volunteering
- Neither have time, nor want to spend time, grocery shopping, so buying in bulk would be best for them

Jim (55) & Kay Clark (49)
- Dallas, Texas
- Kay is an Operations Analyst at Bank of America® with a salary of 45k per year
- Jim is a restaurant manager making 50k per year
- Parents two adults in their early 20’s and three teenagers
- Jim subscribes to Handy magazine and reads the Dallas Morning Newspaper
- Although Jim uses Tone’s® bulk sizes for his restaurant, they usually buy their spices at Wal-Mart® because they are unaware that Tone’s® sells smaller bottles at Sam’s®

Mark (47) & Lisa Johnson (45)
- Charlotte, North Carolina
- Lisa is a senior vice president at a financial services company with a salary of 100k per year
- Mark is a stay-at-home dad with their six kids
- Lisa is a subscriber to the local newspaper, The Charlotte Observer, and Guideposts magazine
- They have a membership to Sam’s®, but buy their spices from grocery stores because they find those to be more convenient
More and more we are seeing individuals spending their days going through the motions. The excitement and creativity that used to come with every day decisions has been replaced with monotonous, fast-food dinners and spending too much time in front of the television. It has become too easy for consumers to get caught up in their daily routine and forget about what can make life exciting.

Going beyond the routine can start with a quick addition of Tone’s® spices to any daily meal. This simple decision will continue to encourage consumers to add creativity back into their lives.

This campaign will include a variety of traditional and non-traditional communication elements. By integrating all the elements of this campaign, consumers will be highly exposed to Tone’s® and thus encourage more courageous, creative acts within the kitchen and throughout their lives.

Media purchases have been researched and selected to hone in on our target consumer’s current media habits; reaching them where they already are. Our campaign is national in scope with a heavy-up spot schedule that will run from September 1, 2015 through August 31, 2016. The heaviest periods of paid media are in the fall and spring months.

Increasing awareness of the brand will ensure that Tone’s is in the foreground of our target consumer’s mind.
ADVERTISING FOR TONE’S® SPICES WILL INSPIRE OUR TARGET AUDIENCE TO BE CREATIVE IN THE KITCHEN AND IN EVERYDAY LIFE.

TONE’S® SPICES ARE A SIMPLE WAY TO SWITCH UP A ROUTINE AND ADD SOME EXCITEMENT TO EVERY DAY LIFE.

USING TONE’S® SPICES WILL BENEFIT CONSUMERS BY ENCOURAGING THEM TO EXPAND THEIR CREATIVITY BOTH IN AND OUT OF THE KITCHEN.
Tone’s® is less well known in the South, so we need to get the word out about the brand in order to drive sales. State fairs generate large audiences and having a presence here will put Tone’s® at the forefront of the consumers mind.

People come to the State Fair from all over the state, which will give Tone’s® brand exposure to people from cities not directly targeted with billboard and newspaper advertisements.

We will be targeting State Fairs in Tampa, Florida; Atlanta, Georgia; Raleigh, North Carolina; and Dallas, Texas.
OBJECTIVE

- Create awareness of Tone’s® spices in selected markets
- Generate brand excitement with “Spice up your palate” campaign slogan
- Drive Tone’s® sales in Sam’s® Club by distributing coupons

ACTION

- Purchase rental space at the Florida, North Carolina and Georgia State Fairs.
- Sponsor the Texas State Fair
- Coordinate games and activities to encourage participation and engagement

JUSTIFICATIONS

- Attendance from people around the state extends the reach of the campaign to cities not directly targeted
- Large audiences will put Tone’s® into the forefront of the southern consumers who were not previously aware of the brand
- Activities at State Fairs will help consumers engage with the Tone’s® brand

MEASUREMENT

- Audience engagement
- This element would be deemed effective if there was a 5% redemption rate of the coupons distributed

AUDIENCE PER STATE FAIR

TEXAS:
- Audience: 2,618,500 people
- 73% would purchase a fair sponsor’s product over a non-sponsor

NORTH CAROLINA:
- Audience: 927,563 people

GEORGIA:
- Audience: 445,395 people

FLORIDA:
- Audience: 382,418 people
CREATIVITY MAY START IN THE KITCHEN WITH TONES® BUT IT DOESN’T HAVE TO BE WHERE IT ENDS.
EXPLORE NEW OPTIONS, NEW POSSIBILITIES, AND NEW ADVENTURES WITH TONE’S® SPICES.
YOU OWE IT TO YOURSELF.
SPICE UP YOUR PALATE!

DISCOVER NEW RECIPES WITH US
Objective

- Create national awareness of Tone’s® spices
- Generate brand excitement with the “Spice up your palate” campaign tagline
- Increase Tone’s® sales in Sam’s® or grocery chains

Action

- Purchase three magazine inserts to be placed in Handy and Guidepost magazines
- Advertisements will run in the spring

Justifications

- Handy and Guideposts are relevant to our target market
- Large circulations and high pass along rates extend reach
- Timing in the spring will remind consumers to purchase Tone’s® for summer cooking needs

Measurement

- 

Handy Magazine

- 90% male readership
- 60 years old
- Readership: 1,953,000+
- 3 insertions, full page, 4 color

Guideposts Magazine

- 70% female readership
- 35+ years old
- Readership: 5,319,000+
- 3 insertions, 1/2 page, four color
EXPLORE NEW OPTIONS, NEW POSSIBILITIES, AND NEW ADVENTURES. FOR YOUR HOLIDAY MEALS SPICE UP YOUR PALATE!

DISCOVER NEW RECIPES WITH US

BUY ONE, GET ONE
BUY ANY TONE’S® CLUB SIZE PRODUCT, AND RECEIVE THE SECOND ONE FREE!

Limit one per customer. Cannot be combined with any other offers. Offer only valid at Sam’s Club® on “Club Size” spices. Expires Jan. 1, 2016.
OBJECTIVE

- Create awareness of Tone’s® spices in selected markets
- Generate brand excitement with “Spice up your palate” message
- Drive Tone’s® sales in Sam’s® Club with inclusion of coupon

ACTION

- Advertisements will run for 8 weeks following the State Fair of each market

JUSTIFICATIONS

- Newspapers are still relevant for our target market (according to MRI data)
- Reinforce our brand message and remind the target consumer
- Sunday coupons are more likely to be redeemed because of high number of coupons in these newspapers

MEASUREMENT

- This element would be deemed effective if there was a 5% redemption rate of the coupons distributed
- Generate traffic to social media and the Tone’s® website

NEWSPAPERS CHOSEN

ATLANTA
Atlanta Journal Constitution
Sunday readership: 1,107,000+

CHARLOTTE
Charlotte Observer
Sunday readership: 734,500+

TAMPA
Tampa Bay Times
Sunday readership: 871,000+

DALLAS
Dallas Morning News
Sunday readership: 1,108,000+
OBJECTIVE

- Create awareness of Tone’s® spices in selected markets
- Generate brand excitement with “Spice up your palate” message
- Drive consumers to Sam’s® Club

JUSTIFICATIONS

- Out of home advertising is effective for our target audience
- Selected markets have high concentrations of Sam’s® Clubs for increased exposure

ACTION

- Place billboards in high traffic areas near Sam’s® Club locations Charlotte, Dallas, Tampa and Atlanta, prior to the State Fair in each market.

MEASUREMENT

- High visibility near Sam’s® Club will drive consumers to Sam’s®

IMPRESSIONS

ATLANTA: 9,214,600+
TAMPA: 7,202,400+
CHARLOTTE: 130,800+
DALLAS: 11,163,400+
**OBJECTIVE**

- Generate traffic to social media
- Promote the variety of Tone’s® sizes offered at Sam’s®
- Share recipes, tips and tricks

**ACTION**

- Employ social media coordinator
- Post daily about recipes, promotions and other company news
- Use social media management tools to create a posting schedule

**JUSTIFICATIONS**

- There are a growing number of people on social media sites
- Social media is quick and easy
- Simple messages translate well across multiple platforms

**MEASUREMENT**

- Increased number of “likes” on Facebook and “pins” on Pinterest
- Increase in website views from social media sites based on Google Analytics

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**FACEBOOK**

- 1.15 billion users
- Fastest growing age group: 45-54
- 46% increase since 2012
- 38.6% of all users are parents
- 47% male, 53% female

**PINTEREST**

- 70 million users (as of 7/10/13)
- The average website page view per pin: six
- 1/5 women on the internet in the U.S. are also on Pinterest
- 18% of users have a household income over $75,000

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**SOCIAL MEDIA**
TIMELINE

WE DEVELOPED A MEDIA PLAN FOR A 12 MONTH CAMPAIGN. IN THIS PERIOD, THERE ARE NATIONAL AND REGIONAL ELEMENTS.

THIS CAMPAIGN WILL BEGIN BY FOSTERING AN ONLINE COMMUNITY THROUGH THE USE OF SOCIAL MEDIA. WE CONTINUE TO PROVIDE INFORMATION AT THE REGIONAL LEVEL WITH AN INTERACTIVE BRAND EXPERIENCE DURING SELECTED STATE FAIRS. EACH OF THESE WILL BE PRECEDED WITH BILLBOARD ADVERTISEMENTS. FOLLOWING THE FAIR, A COUPON IN THE NEWSPAPER WILL REMIND CONSUMERS ABOUT TONE’S®. THE CAMPAIGN CONCLUDES WITH NATIONAL MAGAZINE PLACEMENTS TO BRING THE ULTIMATE CONSUMER EXPERIENCE FULL CIRCLE.

WITH THIS TIMELINE, TONE’S® IS ALWAYS THERE FOR THE CONSUMER
Heavily targeted media will kick off the campaign, in coordination with State Fair timing, to quickly raise awareness and engage consumers with the Tone’s® brand.

Billboards will preface the state fair and newspaper advertisements will run following fair times in our selected target markets. For Texas, Georgia and North Carolina, paid media will be scheduled for the months of September, November and December. The Florida State Fair will take place the following February, so targeted media in Tampa will run in January, March and April.

Our campaign is extended further to the national stage with the inclusion of magazine advertisements in Handy and Guideposts magazines. Advertisements will run from February to July in order to reignite brand recognition for Tone’s® as cooking and grilling increases in the summer months.
# Full Schedule

## National Social Media

**Magazines**

- **Guideposts**
- **Handy**

## Regional

### Texas

**Billboard**

Sept. 1 - Sept. 30

**State Fair**

Sept. 26 - Oct. 19

**Newspaper**

Nov. 1 - Dec. 31

### Georgia

**Billboard**

Sept. 1 - Sept. 30

**State Fair**

Sept. 26 - Oct. 5

**Newspaper**

Nov. 1 - Dec. 31

### Florida

**Billboard**

Jan. 1 - Jan. 31

**State Fair**

Feb. 6 - Feb. 17

**Newspaper**

Mar. 1 - Apr. 30

### North Carolina

**Billboard**

Sept. 1 - Sept. 30

**State Fair**

Oct. 16 - Oct. 26

**Newspaper**

Nov. 1 - Dec. 31
The budget is based off of a 12 month campaign. The budget includes production costs as well as a breakdown of which media we have suggested.

The 2010 Census states people in the southern region of the United States do not utilize the internet to its full advantage. Since our target market is not using the internet, we focused nearly half the allotted budget on newspapers.

Campaign Total: $1,000,000
The advertising budget consists of Sunday newspaper inserts and billboards in selected markets as well as magazine advertisements in two national magazines.

**COST OF ADVERTISING: $735,069**

The promotional budget consists of the newspaper coupon, state fair costs for sponsorships, price of space, and suggested employee salary.

**COST OF PROMOTION: $50,000**

Production budget includes salaries and wages for a social media employee, graphic designer of the ads, and state fair collateral.

**COST OF PRODUCTION: $214,931**
If Tone’s® decided to increase advertising budget dollars, placing coupons in Sam’s® Club coupon books would prove to be beneficial in driving consumers to Sam’s® Club to buy Tone’s®. Television commercials on national networks during prime time, radio spots on popular stations in major markets, and inserts in other magazines will generate interest in Tone’s® spices and in turn, increase sales at Sam’s® Club warehouses. This increase in sales would also lead to Tone’s® owning a greater share of the spice and seasoning market. We also suggest changing the box design that club products get shipped in as a way to let customers know that there is a variety of sizes available at Sam’s®.
This national campaign is unique in the fact that it appeals to a variety of people. From the busy business man to the small town stay at home mom; our campaign will catch the attention of all kinds of people.

We begin by developing our message through social media and billboards. Social media provides access to the brand in a moments notice and generates genuine interaction between consumers. Due to the lack of internet use in the South, billboards will provide consumers in this region awareness of the Tone’s “spice up your palate” campaign. Our campaign continues at the state fair by providing consumers an interactive brand experience.

Finally, through continued social media, newspaper and magazine advertisements, consumers are reminded to be creative and use Tone’s® to spice up every meal. Based on our ability to reach all kinds of people from all over the country, we know this campaign will be successful.
REFERENCES

RESEARCH


http://OURSOCIALTIMES.com/10-useful-social-networking-statistics-for-2014/


http://EXPANDEDRAMBLINGS.com/index.php/pinterest-stats/#U0WLIE1OVjo

TACTICS

Texas Billboard
http://CLEARCHANNELOUTDOOR.com/how-to-buy/rates/?#bulletins

North Carolina Billboard
http://WWW.LAMAR.com/Asheville/InventoryBrowser

Florida Billboard
http://CLEARCHANNELOUTDOOR.com/how-to-buy/rates/?#bulletins

Georgia Billboard
http://CLEARCHANNELOUTDOOR.com/how-to-buy/rates/?#bulletins

The Dallas Morning News

The Charlotte Observer
http://OBSERVERDIGITAL.com/tmp/ad/InteractiveMediaKit/rates_specs/rate_cards/Retail/Living%20Rates.pdf

The Tampa Bay Times

The Atlanta Journal Constitution
http://AJCMEDIAKIT.com/specs-rates/general-rates/

HANDY

GUIDEPOSTS
http://WWW.GUIDEPOSTS.ORG/media/node/45/done?sid=288

Texas State Fair

North Carolina State Fair

Florida State Fair

Georgia State Fair
http://WWW.GEORGIASTATEFAIR.org