



Altoids Media Plan

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Overview

We have been asked to create a 12-month campaign beginning January 1, 2019 and ending December 1, 2019.


A budget of \$30 million (including \$7 million in digital) has been allocated specifically for national communication and marketing expenses. In addition, Altoids has decided to allocate an additional \$3 million for local activation in three markets with demonstrated potential.

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Executive Summary





The biggest problem that Altoids currently faces is that brand recognition is low, which is further causing sales to be low. It is also a brand that exists in a category filled with competitors that actively seek to improve their media presence. This media plan was created to solve this problem by increasing Altoids sales by 20%, growing brand recognition by 10 percentage points to 45% aided awareness, and optimizing a reach of 75% and a frequency of 3 in the 2019 calendar year.

While Altoids has displayed reliability and stability through its existence over many decades, the brand has experienced little evolution and development throughout those years. This lack of evolution in regards to offerings and flavors has caused the brand to appear antiquated to young consumers. Therefore, through this media plan, Altoids has to change its image to become more relatable to the millennial target audience. Altoids has created a strong stance for itself over the years from advertising that they provide “Curiously Strong” mints. The constant repetition of this stance has gained the brand a signature trademark that makes it stand out from its wide variety of similarly priced competitors. Additionally, the brand has created a unique identity of being the strongest of mints. However, in order to update the brand image and further appeal to consumers, there are a variety of steps that this media plan outlines.

Altoids’ media mix is essential in making the brand appear more relatable and contemporary to millennial consumers. Currently, the brand allots the majority of its expenditures towards traditional media; however, as digital media has become more and more prevalent, a focus on traditional media is no longer sufficient. The media plan allocates an efficient amount of funds to making the brand stand out amongst tough competitors in digital media. Millennial consumers are the most digitally active generation and, therefore, are constantly engaging with digital advertisements. It is essential for the media plan to appeal to these digitally engaged millennials as they are the source of the majority of money being spent year round. Millennials are additionally very educated and health focused, which is an advantage for the Altoids brand. This target market provides great potential for increased reach and awareness, especially through the use of digital media.

The tone of the campaign is also a very essential factor in amending the brand’s problem. The media plan has to develop an updated tone for Altoids: a tone that is more upbeat, bright and zestful. Antiquated brands are not typically advertised in this way; therefore, in order for Altoids to break away from this stigma and appear as contemporary, the campaign needs to emphasize these aspects. The media plan additionally uses media that allows the brand to display and visualize these newly adopted characteristics. Visuals are very important for stimulating the brain and increasing awareness; therefore, media that allows the brand to display themselves as upbeat, bright and zestful are essential in this media plan.

Ultimately, this plan has high potential of meeting or even exceeding marketing, advertising, and media objectives that will allow Altoids to pursue a higher level of success. The media plan also successfully allocates a portion of its budget to three tentpole events, which increase brand engagement and, therefore, recognition.

SITUATION ANALYSIS

Market Description

Years after their introduction, mints have been enjoying steady sales growth. Just between 2010-20, the sales of breath mints are expected to increase by 32.6% to reach \$526 million. Looking at these statistics, it is evident that the breath mint category today is a booming industry. Additionally, it is a crowded category with well over 20 brands of breath mints or breath candies, and considerably more if gum is included.

THE BRAND- ALTOIDS

Altoids is noteworthy for its consistency in regards to its beneficial breath mints as well as its strong parent company, Mars and Wrigley. The brand has dependably offered consumers products designed to be “curiously strong” in flavor. Additionally, the metal tin has attained somewhat of a cult-like following. These two core characteristics have proven to be a success for Altoids as consumers in today’s age are looking for all around quality.

Over many decades, Altoids has kept its original flavors (peppermint, spearmint, and cinnamon) and added unique flavor extensions (wintergreen, Nordic, and arctic). Furthermore, in response to its users’ growing interest in natural ingredients and maintaining healthy lifestyles, Altoids introduced Altoid Smalls: a sugar-free and gelatin-free version of its top three flavors that are presented in mini Altoids tins.

Altoids failed to appeal to consumer demand for new, exciting flavors with its introduction of Altoid Sours, Chocolate-dipped Altoids, and Honey Cool. Despite their efforts to increase variety and brand depth, there was a lack of consumer demand for the products. However, Altoids is now considering the return of Altoid Sours due to increased consumer interest. Altoids Sours had an intense sour tang and were packaged in circular rather than rectangular tins. This extension appeals particularly to younger consumers interested in flavor innovations. Altoids’ most recent extension was the introduction of Arctic mints (peppermint, wintergreen, and cinnamon), which not only provide a cooling sensation but also a refreshing one. These mints are marketed as “curiously cool mints” in order to build on Altoids’ tradition while tying the products into today’s age.

In conclusion, Altoids enjoys a unique consumer niche with its icy flavor, its unique size and shape, its handy tin package, and its long-standing slogan “curiously strong mints.” Research reports that Altoids enjoys a reputation for premium quality, generous servings, unique packaging, and effective breath enhancing versus competitors.

THE BRAND- PURCHASE PATTERNS

Altoids are predominantly sold in metal, rectangular tins found at the front of drug and convenience stores. However, some chains sell Altoids in bundles which allows consumers to have as many as twelve tins in one purchase. Altoids can be purchased in many well known chains such as Target, Walmart and Walgreens; additionally, Altoids can be ordered online through sources such as Amazon. The bundles of Altoids are typically purchased by more loyal customers who are confident in their future desire for a new tin of Altoids. However, the smaller tins mostly serve as impulse buys for consumers looking for a quick snack or savior in regards to their breath. These impulse buyers, while a large source of income for the company, are typically seen as less loyal. Furthermore, Altoids' novelty packaging has enabled them to be useful not only for breath mint storage, but also as arts and craft projects. Part of the brand's popularity has stemmed from the wide variety of art pieces that have been produced with Altoids tins. The multiple uses that can result from purchasing Altoids encourages a consumer's desire to purchase. Lastly, while Altoids performs decently in most metropolitan areas around the country, research suggests that West Coast consumers have a higher tendency to purchase the brand.

THE BRAND- PRICING

Currently, the price of Altoids can range from approximately \$1.59-\$2.39 per tin, depending on the retailer. Large retailers such as Target and Walmart offer bundles of Altoids that range anywhere from \$10 to \$20 per bundle. Altoids and its top competitors maintain similar prices.

BDI/CDI ANALYSIS

Across the nation, the Altoids Brand is performing moderately well, especially in New England and the West coast of the United States. However, the breath mints market, or category, has superior performance in a variety of DMAs. Out of approximately 209 DMA markets, the breath mint market shows a strong CDI hold on 85 DMAs, while the Altoids brand only has a strong BDI hold on approximately 20 DMA markets. Six total markets have been identified as holding significant potential for the Altoids brand: the first three demonstrate potential for increased brand sales as category sales are already high and the second set demonstrates potential due to large population density.

The first three markets displayed high CDIs while having low BDIs (Reference Figure A). Therefore, these DMAs are buying breath mints more than the national average; however, those breath mints are not necessarily Altoids. Therefore, Altoids Spot Radio advertisements would be very beneficial in these DMAs as the brand would have great potential for increased awareness. Lastly, these DMAs would contribute to the success of the brand's objectives as they have potential for increased brand recognition amongst mint buyers.

There are also larger cities that have promising CDIs and BDIs in addition to large populations (Reference Figure B). These cities have substantial populations that, if exposed to an exciting tentpole event, could greatly increase the reach of the Altoids' brand. Therefore, the brand will host tentpole events in New York City, Chicago,

and Los Angeles. These high population cities can help to meet the objectives as the brand is striving to increase brand recognition and sales through an optimization of reach. As these cities offer high population levels, there is a great potential for increased recognition and awareness through reach as there are more people that are in the parameters. Furthermore, brand sales are currently higher in these cities than category sales are and this would contribute to maintaining current consumer relationships with the brand.

COMPETITION

Altoids competes in a crowded category. There are well over 20 brands of breath mints and double that of breath-enhancing gums. Altoids' long and grounded history works to the brand's advantage amongst its wide range of competition. Altoids' primary competitors are Ice Breakers, Breath Savers, Mentos, and Tic Tacs. Ice Breakers and Breath Savers both belong to the Hershey's brand name.

Many breath mint brands have turned to social media, specifically Facebook, to increase online visibility. Altoids rests at approximately 95k likes and followers, which is fairly low in comparison to other top competing brands.

Altoids has an index number of 106 with 18-24 year olds, and 102 with 25-34 year olds. Therefore, 18-24 year olds are 6% more likely to purchase Altoids than the average and 25-34 year olds are 2% more likely.

Tic Tac

Tic Tac was created in 1969 by the Ferrero company and is an internationally renowned brand. The mints come in seven distinctive flavors and the brand's unique flip-top packaging is a very well known feature. Tic Tac currently boasts the largest Facebook following at 15 million followers. Tic Tac produces the smallest mints; however, they are offered in a wide array of flavors and mixes. In campaigns, Tic Tac emphasizes the portability of their products while maintaining their minty effectiveness. Tic Tac has an index number of 104 amongst 18-24 year olds and 95 amongst 25-34 year olds.



Mentos

Mentos was created in the Netherlands in 1948 and is a well-known international brand under the Perfetti Van Melle corporation. They have a range of 15 chewy mints that showcase a variety of fruit, mint, and cinnamon flavors. Mentos performs moderately well with 18-24 year olds at an index number of 97. However, 25-34 year olds have an index number of 106. Their tone is similar to that of Altoids, relying on wordplay and nostalgia; however, in contrast to Altoids, their graphic designs are very colorful and clean. These designs play to



their strength in the social media realm. Mentos has the second largest Facebook following at over 13 million. Additionally, Mentos has a significant presence on other digital sources such as Instagram. Mentos is seen as the all in one mint and gum brand; however, it has focused more on the gum market in recent campaigns.

Ice Breakers

Nabisco created Ice Breakers in 1996. However, in 2000, Hershey's bought the brand and introduced Ice Breakers mints. The brand's advertising comes across as fresh and youthful. They additionally focus on communicating their mint's strength and relevance to everyday situations. Ice Breakers performs very well with the younger generations: 18-24 year olds have an index number of 161 and 25-34 year olds have an index number of 113. These high index numbers makes them Altoids biggest competitor in the younger markets. Ice Breakers has built a very solid following on Facebook with over 1.1 million followers. Ice Breakers updates and advertises its inventory the most frequently with new, less traditional flavors. For example, the release of Ice Breakers Duos allowed the brand to rotate through many different flavor combinations.



Breath Savers

Breath Savers was created by the Life Savers company in 1973; however, in 1981, they brand was also acquired by Hershey's. The name and design of the brand was modeled after Lifesaver floatation devices. Their advertising focuses heavily on the neutralizing of bad breath and protection of teeth. Therefore, the focus on flavor is secondary. The Breath Savers brand has a very small social media presence with around 21k followers on Facebook. Breath Savers positions its brand in advertising by focusing on the long lasting and sugar free effectiveness of its products. Breath Savers does not perform very well with the younger generations: 18-24 year olds have an index number of 86 and 25-34 year olds have an index number of 74.

COMPETITIVE SPENDING ANALYSIS

Altoids' advertising expenditures have displayed sporadic tendencies over the past few years. According to MRI data, the brand has displayed minimal digital presence as they have not invested any funds in Online Video.

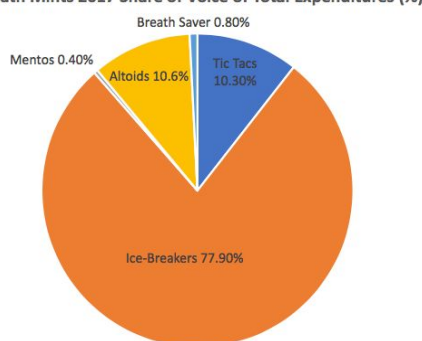
However, in comparison to the brand's competition, Altoids has historically invested the second highest amount in advertising expenditures (\$722,300.) Despite this, Altoids has been outspent by its competitors as in 2016 the brand did not invest any funds into advertising.

Amongst the top competitors, Ice Breakers spends by far the most in advertising: almost 70 times that of Altoids previous expenditures (\$53, 144, 900.) Ice Breakers has become fierce competition to the number one brand in the category, Tic Tac, by strengthening its position and pursuing the younger segment of the market.

2017 Advertising Expenditures for Breath Mints (000)

ADVERTISER	TOTAL (000)	NET TV	SPOT TV	CABLE TV	SYND	CON MAGS	B-TO-B	LCL RAD	INT DISPLAY	ONLINE VIDEO	OUTDOOR
Altoids	7223.2					6936.8	34.5		251.9		
Ice-Breakers	53144.9	3991.8	572.8	20247.8	28310.2		22.2				
Mentos	287.8		0.1	0.5	11.5		11.6		218.7		45.4
Tic Tac	7013.3			6529.3			179.6		302.0	2.3	
Breath Saver	521.2							521.2			
Total (000)	68190.4	3991.8	572.9	26777.6	28321.7	6939.8	247.9	521.2	772.6	2.3	45.4

Breath Mints 2017 Share of Voice of Total Expenditures (%)



MEDIA MIX

Altoids focuses the majority of its budget (96% of it) on Consumer Magazines. Altoids has the largest hold on advertising in this media as none of its top competitors advertise here. Altoids invests the second largest portion of their budget in Internet Display (3.5% of it). Mentos, however, spends 76% of their budget on Internet Display. Mentos' large dedication to Internet Display greatly overcomes the portion that Altoids dedicates to it. In regards to all of the top competitors, the majority of the brands concentrate their media mix on Cable Television and Syndication. Ice Breakers and Tic Tac are specifically the top spenders in Cable Television, far out-doing Altoids as Altoids invests none of their budget into Cable Television.

2017 Media Mix for Breath Mints (%)

ADVERTISER	TOTAL (000)	NET TV	SPOT TV	CABLE TV	SYND	CON MAGS	B-TO-B	LCL RAD	INT DISPLAY	ONLINE VIDEO	OUTDOOR
Altoids	7223.2					96.03	0.48		3.49		
Ice-Breakers	53144.9	7.51	1.08	38.10	53.27		0.04				
Mentos	287.8		0.03	0.17	4.00		4.03		76.00		15.77
Tic Tac	7013.3			93.10			2.56		4.31	0.03	
Breath Saver	521.2							100.00			
Total (%)	68190.4	5.85	0.84	39.27	41.53	10.18	0.36	0.76	1.13	0.00	0.07

SHARE OF VOICE

Altoids' share-of-voice in the consumer magazine medium is 100%. However, Altoids has a 0% share of voice in the Cable Television medium, where some of the brand's top competitors focus the majority of their efforts. Additionally, Altoids holds the smallest share-of-voice for Spot Television. Overall, while Altoids holds the highest share of voice in Consumer Magazines, the brand does not have a higher share of voice in any other media categories. This lack of involvement in the remaining media leaves Altoids with a small share of voice in the category as a whole.

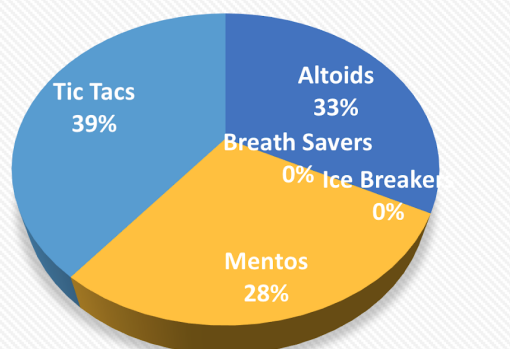
2017 Share of Voice for Breath Mints (%)

ADVERTISER	TOTAL (000)	NET TV	SPOT TV	CABLE TV	SYND	CON MAG	B-TO-B	LCL RAD	INT DISPLAY	ONLINE VIDEO	OUTDOOR
Altoids	11.00					100.00	13.92		32.60		
Ice-Breakers	1.00	100.00	99.98	75.61	99.96		8.96				
Mentos	78.00		0.02	0.00	0.04		4.68		28.31		100.00
Tic Tac	0.00			24.38			72.49		39.09	100.00	
Breath Saver	10.00							100.00			
Total (000)	68190.40	3991.80	572.90	26777.60	28321.70	6939.80	247.90	521.20	772.60	2.30	45.40

DIGITAL PRESENCE AMONGST COMPETITORS

Amongst Altoids' top competitors, a total of \$774,900 is spent in Internet Display and Online Video. Altoids contributes 33% of this, Tic Tac contributes 39% of this, and Mentos contributes 28% of this. Ice Breakers and Breath Savers do not contribute to this. Therefore, Altoids has a significant lead on digital presence in these media in

Digital Presence Amongst Top Competitors



■ Altoids ■ Breath Savers ■ Ice Breakers ■ Mentos ■ Tic Tacs

comparison to its competitors. However, all of Altoids' competitors have websites which places them at an advantage versus Altoids.

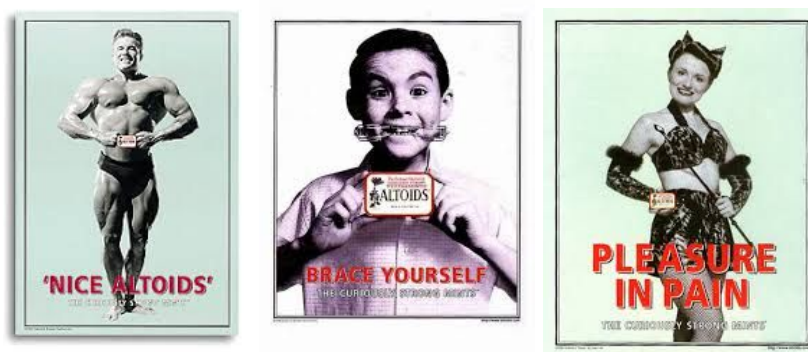
SEASONALITY

The brand currently focuses its budget expenditures on the summer, fall, and early winter months. Therefore, its sales performance levels are likely to increase during these times. Altoids spends considerably more during the month of September.

CONSUMER PROMOTIONS

“Curiously Strong” (1995)

The core behind this advertising campaign is that Altoids' has a shockingly strong taste that covers up any breath to an extent that is far superior to that of its competitors. Throughout this campaign the brand strived to not only surprise consumers with the strong taste of the mints but also with quirky, sarcastic print advertisements. The brand became more relatable through the sarcasm used in the print advertisements. This campaign greatly increased Altoids' sales by at least 26% within the first two weeks of its release.



“Burn Through” (2005)

This campaign was released in the New Yorker in 2005. The idea behind this campaign plays off of the “curiously strong” theme associated with Altoids. The campaign focused on the “burning” quality of the Altoids cinnamon flavor by indicating that the Altoids cinnamon flavor burned a mark on the print advertisement. Furthermore, throughout this campaign, the brand demonstrated the effectiveness of its flavor through visuals: the visuals added humor as the New Yorker was famous for its quirky cartoons.



“First Time” (2006)

This Altoids print advertising campaign was aimed at appealing to adolescent curiosity. The brand’s focus on the phrase, “First Time?,” as well as their phrase, “Oh, The Shame,” connected to the sexual curiosity that younger teens experience. Furthermore, the brand released print advertisements showing a teenage boy growing chest hair in order to be even more relatable to the younger demographic.



Advertising Period

The campaign will be a 12-month campaign, beginning on January 1, 2019 and ending on December 1, 2019.

Budget

A budget of \$30 million (including \$7 million in digital) has been allocated specifically for national communication and marketing expenses. Additionally, the brand has allocated \$3 million for local activation in three markets with demonstrated potential.

Current Consumers and Potential Consumers

The majority of Altoids current consumers, that is, around 10 million of them, are women. Although the age demographic of Altoids’ consumers is spread out, the age group of 45-54 year olds have the highest index number for the brand: 111. Additionally, according to the MRI data, the majority of Altoids consumers are employed with a median household income of \$71,687. While around 53 million of Altoids consumers are caucasian, the race with the highest index number for the brand is Black: 115.

Altoids has an abundance of consumers that show potential as Statista reports that 127 million Americans used breath mints/strips/sprays in 2017. Furthermore, consumers use breath mints for a variety of reasons: to freshen their breath, to remove an unpleasant taste from their mouth, to explore new flavors, to prevent overeating, and to relieve stress. However, these reasons vary according to the demographic of the consumer. Currently, the

consumers showing the greatest potential for the brand are Millennials as studies show that they tend to purchase breath mints in order to boost their mood as well as relieve stress and boredom.

In regards to purchasing mints, consumers are most commonly in search of a long-lasting flavor rather than a recognizable brand or price. This insight suggests that brands should focus more on marketing a product based on its long lasting flavor rather than a low price point or the brand name. Further in regards to price in this category, consumers have indicated that they will pay increased prices for a longer lasting mint. Packaging is also an important factor in consumer purchases of mints. Consumers are looking for packaging that is convenient, effective, and nicely presented. One consumer noted, "With a roll of mints, you feel kind of funny peeling off the paper when you don't know where it's been." Therefore, containers that are more sturdy appeal to mint consumers more. The breath mint category has an abundance of consumers and a high breadth; however, there are many specifications that come into play when the purchase takes place.

SWOT ANALYSIS

Strengths

- Established reputation as an American favorite
- Metal tin packaging makes them very recognizable
- Very strong parent organization aids distribution
- Has long history, popular in America since 1918
- Brand loyalty
- Durable, lasting packaging -> long product life cycle
- 100% all natural ingredients
- One of the top mint competitors in US

Weaknesses

- Small presence in TV and Internet
- Weak relationship with younger demographic
- Seen as old fashioned and conventional
- Lack of brand evolution through product variety (there are only seven flavors and the Altoids smalls)
- Small market share in comparison to competitors
- Multiple discontinued products over the years such as Altoids Citrus Sours and Altoids Ginger
- Company's contemporary breath mints rely on sugar and artificial flavorings
- Low media budget compared to competitors

Opportunities

- Can appeal to consumers' environmentally friendly trend through environmentally friendly tins
- Can appeal to consumers' natural food craze by using all natural ingredients

- Increasing focus on social media for advertising can gain the brand access to millennials
- Decreasing gum sales, increasing mint sales
- Increasing trust of celebrity endorsements by millennials
- Can appeal to the strong hipster and vintage fads amongst millennials
- Increasing trend away from artificial sweeteners amongst consumers
- Increase of snacking over the years can lead consumers to snack on a low calorie mint alternative

Threats

- Abundance of products and flavors offered by competitors
- Strong flavor of competing mints
- Low calorie trend
- Indirect competitors providing other ways to freshen breath
- Increased breadth of mint category is becoming harder to keep up with
- Steady decline in smoking among teens and adults
- Consumer desire for bolder breath fresheners

TARGET AUDIENCE



WHO:

18-34 year old males and females.

The target audience is 18-34 year olds both males and females. MRI data reports that around 21 million of this demographic bought mints in the past six months. Additionally according to the MRI data, 18-34 year olds have an index of 99 and 25-34 year olds have an index of 94 in regards to purchasing mints. Therefore, these age groups are currently less likely than the average to purchase breath mints. In regards to Altoids, their indices are 106 and 102, which still does not place them high above the average. The indices for these age groups with competitors such as Ice Breakers are much higher at 161 and 113. In order for Altoids to increase brand awareness and act as serious competition in the face of its tough competitors, the brand needs to appeal to these millennials. As these age groups are currently less than likely to buy mints, there is room leftover for Altoids to convince them as to why they should.

David Arabov, CEO and Co-Founder of Elite Daily, says, “Our findings confirmed that millennials are highly educated, career-driven, politically progressive and--despite popular belief--do indeed develop strong brand loyalty when presented with quality products and actively engaged by brands.” Altoids has the potential to appeal to the highly educated aspect of millennials as mints have been proven to help stimulate the brain. Additionally, the Center on Society and Health highlights that there is a positive correlation between education and caring about health. Altoids has been tied to health benefits such as improved digestion. This health connection will appeal to the high level of education millennials uphold as well as to the health trend that the world is experiencing. Furthermore, brand awareness and brand loyalty go hand in hand. If Altoids can increase awareness amongst millennials who are loyal to brands that they trust, the brand can gain consumer loyalty. Furthermore, this potential consumer loyalty will prolong sales in the future. Additionally, NPR reports that millennials place more of an emphasis on self care than any of the previous generations; therefore, the concept of nice smelling breath will appeal to them.

Males and females from the ages of 18-34 years old are additionally very involved and engaged with a variety of media. According to Adweek, the average person spends 7 years watching television and 5 years on social media throughout their lifetime. As millennials were born during the midst of all of these revolutionary inventions, they have been more prone to consume both of them. Targeting millennials through television and social media will help them to be engaged as well as interested. There is a high potential for a widely ranged media mix when targeting millennials as they engage with an abundance of different media on a daily basis.

CONSUMER PERSONA ONE : KARA WECKSLER



Hi, I'm Kara Wecksler! I am a 27 year old woman living in New York City, New York. I am currently single and live with two roommates. I'm originally from Atlanta, Georgia, and graduated from University of Charleston at age 22. I now work for a Public Relations firm and my major client right now is a healthcare company. I have to check my email constantly to make sure I stay up to date with my client! I was excited when I was assigned this project as I have always really enjoyed living a health oriented lifestyle. I also really value other people's opinions of me and have always been somewhat worrisome that people might think my breath smells bad. I've recently been in search of a mint that might help with this insecurity. I also like to keep up with my friends and the latest news on my favorite social media apps such as Facebook and Twitter. I love hanging out with friends, watching popular television shows like Game of Thrones, and going to bars.

KARA'S APERTURES: The most beneficial apertures to reach Kara through occur when she is watching her favorite television shows such as Game of Thrones, when she is scrolling through Facebook and Twitter in her free time, or when she is checking her emails daily.

CONSUMER PERSONA TWO: SAMUEL TODD



My name is Samuel Todd but my friends call me Sam. I am 19 years old and a sophomore at Temple University in Philadelphia. I spend a lot of time in front of a computer screen since I'm studying Computer Science. This gets super tedious so I often take a break to scroll through Facebook and Twitter. Living in Philly has been pretty cool but honestly I usually prefer to just chill out and watch some Hulu or the Walking Dead with friends. I don't usually have time to cook meals so I end up eating fast food on most days. This food has definitely not helped my breath situation. I always chew gum to balance it out but recently my friends have been constantly bugging me about how I chew it. So, I've been thinking about switching over to mints as it could help me stay focused as well.

SAMUEL'S APERTURES: The most beneficial apertures to reach Samuel through occur when he is scrolling through social media, watching shows like the Walking Dead, binge watching Hulu shows, or when he is in social settings where he is being criticized about his chewing. Samuel is aware in these moments that he is not on track with what he should be doing and, therefore, Altoids can reach him through these openings and open his eyes to his ultimate solution.

THE CREATIVE BRIEF



CLIENT: Altoids

OVERVIEW

Altoids is one of the oldest and most prestigious brands of breath mints in the United States. Altoids breath mints are small lozenges that are designed to be “curiously strong” in flavor. Altoids most common flavors are peppermint, spearmint, and cinnamon. For many decades, the combination of Altoids’ all natural ingredients and superior minty-fresh flavor have helped to prove Altoids’ promise of being “curiously strong.” However, the brand needs to tap into new avenues of novelty in order to increase brand awareness and prevent the brand from becoming antiquated.

Advertising Problem

Altoids has low brand awareness and sales levels due to a lack of investment in new and emerging media.

Objective

Grow brand recognition 10 percentage points to 45% aided awareness in the first year.

Target Audience

The campaign will target 18-34-year-old males and females who are educated, active, and social.

Creative Strategy

The brand will host a colorful and upbeat campaign by investing in emerging and traditional media that allow the brand to create a relationship and dialogue with the consumers.

Promise

Altoids has always been, and still is, the strongest breath mint.

Support

- Altoids offers a variety of flavor options for consumers to enjoy
- Altoids has been providing long lasting and reliable breath mints for many decades
- Altoids offers convenient and durable containers that can also be used for creative projects

Tonality

The tone of the campaign is upbeat and zestful, emphasizing the reliability of Altoids in social situations and defining the brand's personality. Each selected medium is designed to show millennial consumers that the Altoids brand is relevant and ready to keep today's market minty fresh.

Mandatories

The advertisements must incorporate the Altoids name and logo somewhere in them. The advertisements must also be in bright color and high-quality print or production. Additionally, the advertisements must be able to be refreshed periodically through these characteristics in order to keep up with the changing demands of consumers.

OBJECTIVES





MARKETING OBJECTIVE: This category is highly competitive with an abundance of nationally renowned brands.

During the calendar year 2019, to increase Altoid sales by 20% to around \$116.5 million.

TARGET MARKET: Target both males and females between the ages of 18-34.

Males and females between the ages of 18-34 are all in the millennial generation. They are constantly looking for new, entertaining products to try. Currently, Altoids sales are up amongst the older generations and slacking amongst the younger generations. This is the best target market to prove to that Altoids is relevant in today's age and deserves their recognition.

ADVERTISING OBJECTIVE: Purchasing Altoids is typically an impulse purchase. Therefore, consumer trial and awareness are a "short distance" away from each other.

During the calendar year of 2019, to grow brand recognition 10 percentage points to 45% aided awareness in the first year.

During the calendar year of 2019, to establish a personal dialogue with consumers.

During the calendar year of 2019, to enhance and nurture brand culture and personality.

MEDIA OBJECTIVES:

TARGET MARKET: Concentrate message delivery on both males and females between the ages of 18-34.

Males and females between the ages of 18-34 are all in the millennial generation. They are constantly looking for new, entertaining products to try. Currently, Altoids sales are up amongst the older generations and slacking amongst the younger generations. This is the best target market to prove to that Altoids is relevant in today's age and deserves their recognition.



Reach and Frequency: Maximize a reach of 75% while achieving a frequency of 3+ over an average four week period.

Additionally, uphold a successful KPI in regards to digital media by increasing monthly sales and new customers.

Geography: Deliver media weight predominantly nationally to support Altoids sales. Concentrate on 6 DMAs in regards to tentpole events and spot radio advertisements.

Scheduling: Maintain consistent advertising throughout the year with pulsing heavy ups of certain media throughout the year.

Maintaining advertising year round will help ensure that consumers do not forget the brand. Increased advertising year round will give consumers the opportunity to see and engage with the brand more frequently; therefore, establishing a dialogue. The variety in the scheduling for the various media will also help to increase brand awareness as it will reach the varying lifestyles of the target audience.

Creative Requirements: Utilize media that provide opportunity for visual displays that are colorful and upbeat (to appeal and stand out to millennials).

Consumers currently see Altoids as an outdated brand. In order to prove its relevance and modernization, Altoids needs to display advertisements that are upbeat, colorful, and relevant in today's trends. The brand needs to stray away from only appealing to the older generations by creating an updated brand personality.

Promotional Requirement: Designate a portion of the budget for each tentpole event towards the promotion of the events.

In order to obtain maximum success and reach, a portion of the 3 million allocated to the tentpole events needs to be dedicated towards promotion of the events.

Budget: Achieve all of the above objectives as efficiently as possible within the overall media budget of \$33 million.

This includes advertising in traditional media, an at least \$7 million allocation to digital media, and hosting three tentpole events.

MEDIA RECOMMENDATIONS



OVERVIEW

In order to achieve the objectives for Altoids, there are a variety of media choices that are essential to connecting with the intended target audience. Additionally, the brand needs to be able to directly display its logo as well as bright colors. This is essential in order to visually connect the brand to today's age and millennials as well as to establish a dialogue with the consumers. Altoids needs to be distinguished from its strong competitors, especially the ones that are outperforming the brand. The media that can best achieve these goals includes network television, radio, and consumer magazines with sales promotions. Additionally, a variety of digital media will be used such as Twitter, Facebook, Mobile Marketing, a Website and App, E-Commerce, an Email Marketing Campaign, and Hulu. Lastly, the brand will host three tentpole events.

NETWORK TELEVISION

Currently, Ice Breakers is the only top mint competitor that is advertising on Network Television. This further means that this medium is not overcrowded with mint advertisements and Altoids can, therefore, stand out in this medium. Adweek reports that The Walking Dead and Game of Thrones are the most popular television shows amongst millennials. Altoids will advertise during these television shows in order to reach the brand's target audience. Furthermore, these shows have loyalty, meaning that people will watch it weekly when the season is live. This provides opportunity for Altoids to have a high level of frequency. The lack of mint advertisements on Network Television leaves room for Altoids to display strong creative advertisements that can lead to established dialogue with the consumers as well as enhance the brand personality of Altoids.

RADIO: NETWORK AND SPOT


Radio presents a grand opportunity for Altoids as none of its competitors invest in this medium. Hence, there is a market portion that is left untouched through lack of radio advertising. Nielsen reports that, in 2017, radio had a weekly reach of 93% of millennials. Therefore, there is a lot of potential to reach millennials through this medium. This potential is increased as the medium will not be overcrowded by other mint advertisements. Research states that pop contemporary and country radio formats are the most popular amongst millennials; therefore, if the brand advertises in these radio formats, millennials are more likely to become more familiar with the brand. Furthermore, as there are an abundance of radio DMAs, the brand can increase its reach by advertising to the high population cities as well as the high CDI cities through this medium.

CONSUMER MAGAZINES & SALES PROMOTION

According to MRI data, Altoids most frequent method of advertising is through Consumer Magazines. Therefore, in order to maintain current customer relations and sales, the brand will continue to place a focus on Consumer Magazines. Additionally, advertising in magazines allows the brand to display visuals that are colorful, upbeat, and millennial related. Research suggests that 51% of millennials pay attention to magazines. The brand can gain the attention of these magazine readers through the inclusion of sales promotions such as coupons and vouchers. Research shows that 52% of millennials would switch brands if they were given a coupon. Furthermore, print advertisements are known to stimulate the brain. The combination of sales promotion and print advertisements in magazines will not only drive traffic to the brand but also create a memorable relationship between the brand and the consumers. If consumers take action with these sales promotions it will further create a dialogue between them and the brand. According to MRI data, consumers who purchase mints are inclined to read news and entertainment weeklies rather than other formats of magazines. Furthermore, more than a third of millennials report that they are interested in entertainment magazines. Therefore, Altoids will focus on highly rated entertainment magazines such as People magazine and US Weekly.

TWITTER

Digital daily reports that 61% of twitter users are millennials. Furthermore, Digital Daily reports that millennials use twitter to stay up to date with current trends and to gain a broad social following. Altoids needs to create a twitter profile and conduct trending promotions. If the brand can capture the attention of twitter users with



witty, relatable promotions, users will be likely to not only follow the brand but to possibly retweet the brand. The average twitter user has 707 followers; therefore, each time the brand receives a retweet on one of their promotions, a potential 707 other people can be exposed to it. Furthermore, twitter is one of the most popular social media platforms in today's world, especially amongst millennials. The placement and establishment of Altoid's on twitter can help to establish a relatable and trendy reputation to the brand's name. The promotions can also include colorful and zestful visuals in order to have a stronger hold on the target market's attention. Twitter also allows for direct responses and mentions; therefore, an actual, direct dialogue can be established between consumers and the brand. Furthermore, this direct contact will allow the brand to develop a strong personality.

FACEBOOK


Facebook is a very beneficial medium to reach millennials through. The brand needs to redesign their Facebook page as well as place advertisements throughout the Facebook feed. Adweek reports that 41% of millennials use Facebook every day; therefore, the brand can achieve a high reach of millennials through the Facebook platform. Business Insider additionally reports that millennials are more likely to share content that they are exposed to on Facebook. Therefore, as people usually share mutual friends, the frequency for the advertisements has great potential on this platform. The average amount of friends a person has on Facebook is 338; while there is great potential for frequency on the application, there is also potential for additional exposures through shared content. Also, 82% of Facebook users have attended some college. This statistic is essential as the brand's target market focuses on educated people. Facebook also allows for direct responses and tags; therefore, direct contact and personality building can occur between the consumers and the brand.

MOBILE MARKETING

As millennials have the highest rates of smartphone ownership, multiple research studies report that mobile devices are the most effective way to reach millennials. The brand's newly created app will offer great potential for mobile marketing. When consumers download the app, it will ask for them to enable location services; therefore, the brand will be able to capture data of where the consumers that are interested in Altoids are. This will allow the brand to send trigger messages to the consumers' mobile devices when they are near Altoids retailers. The brand can also use the app to conduct mobile marketing through a loyalty program. The loyalty program will encourage consumers to take advantage of these trigger messages and purchase Altoids at a nearby retailer. When the consumers do this, the brand can send them loyalty rewards. This mobile marketing will help the brand to establish a relationship with the consumers, which will increase loyalty and sales. This medium allows for direct dialogue between the consumer and the brand as they are messaging directly.

WEBSITE & APP

Altoids' is lacking a solid, independent website that allows consumers to see concentrated information about the brand and its culture. Research reports that more than 65% of consumers do online research prior to making purchases in stores. As the majority of Altoids' purchases are made in stores, pre-store research can be vital for the brand. Consumers searching for what mints to buy need to see the Altoids brand as a relevant choice. This pre-purchase research makes it essential for brand's to optimize digital experiences for their target audience; furthermore, this digital experience is key in developing the brand's refreshed personality. Altoids needs to



design a consumer friendly website that displays bright colors and welcoming words. Additionally, the brand needs to design a colorful and zestful app that is connected to the website. The brand's target audience spends an average of 3.2 hours on digital media everyday. Therefore, digital media is very prevalent in their daily lives. The brand having an app will allot more relevance and relatability to the Altoids name. Furthermore, Altoids advertisements that appear on other digital platforms can have a link attachment to the Altoids website. As convenience is becoming increasingly important in today's shopping environment, an attached link that leads directly to the Altoids website or app will provide the ease that consumers' are looking for in their shopping experience. Lastly, all of Altoids' main competitors have websites that provide detailed information. Tic Tac specifically has a very interactive and detailed website. If Altoids' plans to surpass or even compare to its competition, the brand needs a website. The website and app also offer the brand the opportunity to display visuals that tie into the tone of the campaign. Lastly, a user friendly website and application will allow for direct contact with the consumers.

E-COMMERCE

Altoids will dedicate a portion of its budget towards query searches in the e-commerce department. Query searches are more general searches; therefore, Altoids can appear with query searches including "mints" or even searches that include "ways to increase study focus." This investment will help to increase the brand's visibility and familiarity amongst consumers. Additionally, if the brand grants more money towards e-commerce platforms such as Target's website or Walmart's website, the brand's visibility on search engines will include links to purchase.

EMAIL MARKETING CAMPAIGN

Email campaigns consist of several rounds of messages that build familiarity and trust around a brand's name; therefore, establishing a relationship and dialogue between the consumers and the brand. Email campaigns can include messages to increase brand loyalty or even sales promotions, which typically increase brand sales. According to Forbes, more than half of 18-24 year olds check their emails first thing in the morning, while 43% of 25-34 year olds do the same thing. Furthermore, 88% of millennials check their emails weekly and 77% of millennials pay attention to direct marketing. Therefore, an email is a successful way to reach the target audience and establish higher brand awareness amongst them. Email campaigns additionally allow for direct marketing, or a higher level of personalization. Altoids can create an email list that specifically targets the group of millennials that the brand is aiming to target. Additionally, the brand's website and app will offer consumers the option to subscribe to these emails. The emails can also include colorful and relatable visuals that tie in the tone and personality of the campaign.

HULU

In 2017, Nielsen reported that 23% of millennial's viewing time is spent on digital streaming devices. Hulu is one of the most popular digital streaming devices. Hulu reports that, for shows such as the Good Wife, 44% of 18-34 year olds watch it on Hulu and only 6% of 18-34 year olds watch it on traditional television. Hulu has a cheap monthly membership; however, a condition of its price is a series of commercials being played throughout a television show or movie. These video slots can allow for not only specific targeting as the brand can advertise in shows that are popular amongst millennials, but also for visualization. The brand can create a visual image of

how they want consumers to see Altoids. US daily reports that, in 2017, 18-24 year olds spent around 3.2 hours on digital media on mobile devices every day. Hulu offers an application in which consumers can additionally view shows and movies on. The additional app consumption will allow Altoids to have a larger reach.

TENTPOLE EVENTS AND SPONSORSHIPS

LOLLAPALOOZA

This tentpole event will be a small building sponsored by Altoids at the Lollapalooza music festival in August. The room will be air conditioned, offering a nice getaway for sweaty Lollapalooza attendees. The brand will use a play on words of their “Curiously Strong” campaign by titling the air conditioned Altoids room, “Curiously Cool.” The brand will offer mints, cool water, and places to sit inside the air conditioned room. Furthermore, the representatives will encourage attendees to post a photo on social media using the hashtag, #CuriouslyCoolbyAltoids, and to tag the new Altoids social media accounts in the post. This encouragement will increase earned media for the brand. This tentpole event will gain brand exposure amongst millennials as research suggests that nearly 45% of all music festival attendees are millennials. Furthermore, this event takes place in Chicago. Chicago is a DMA of high population as well as high BDI; therefore, this city shows demonstrated potential for the brand (Reference Figure B).

ORIENTATION AT NYU

Orientation at New York University takes place in the hot month of August. The brand will host pop up stands around the campus displaying the “Curiously Cool” title. This event provides opportunity for the brand to reach the younger half of its target audience. Altoids representatives will hand out cooling substances, such as mints and cold glasses of water, to the new students as they are transitioning into their new lifestyles and exploring new clubs and parts of campus. There will be activities such as a photobooth as well as a photographer documenting the stations. Representatives will be present, encouraging the incoming students to get involved with the stations as well as post their photos on social media using the hashtag, #CuriouslyCoolbyAltoids. This encouragement will increase earned media for the brand. New York City offers promising BDI and CDI levels as well as high population (Reference Figure B). These statistics provide demonstrated potential and can increase reach for the brand.

MUSCLE BEACH GYM

Muscle beach is an outdoor gym on the Venice Beach strip in California. Throughout the year, multiple events and competitions are held at Muscle Beach. In March, Altoids will host a competition called “Curiously Strong” at the gym in which the gym attendees can sign up and compete to see who is the most curiously strong. The event will easily gain traction amongst the heavy traffic of travellers that walk the Venice strip during the Spring Break season. Furthermore, millennials in college and high school often travel to California for Spring Break. Altoids will display the brand logo around the gym and representatives will be offering out mints. Additionally, the representatives will encourage participants and viewers to post on social media using the hashtag, #IamCuriouslyStrong, and to tag Altoids in the post. This encouragement will increase earned media for the brand. A photographer and videographer will be documenting the event and will create a promotional recap

video to be posted on social media for further advertising. The winner of the competition will receive a \$5,000 cash prize, second place will receive a \$3,000 prize, and third place will receive \$2,000. Furthermore, the final place medals will display the Altoids logo on them. Los Angeles provides promising BDI and CDI levels as well as a large population (Reference Figure B). This characterizations provide high demonstrated potential and can increase reach for the brand.

SCHEDULING & BUDGETING BY MEDIA

NETWORK TELEVISION

The brand will delegate 10 million dollars a year to the Network Television medium. The estimated cost of advertising during shows such as Game of Thrones and the Walking Dead ranges from \$400,000 to \$500,000 per 30 second ad. Altoids will allocate around \$800,000 a month to advertising during these shows that are popular amongst millennials. Altoids will have a flighting schedule in Network Television where it runs one advertisement at the beginning of the month and one at the end of the month: one in each show. The day part of the advertisements is tentative depending on the airing time of the programs; however, the brand will strive for prime time spots consistently throughout the year in order to achieve the highest reach.

RADIO: NETWORK AND SPOT

The brand will allot a total of \$94,000 dollars to network and spot radio stations. \$72,000 will go to network radios in Los Angeles, Chicago, and New York. \$22,000 of the budget will go to advertising in spot radio in an additional three cities (Reference Figure A). The brand will initiate a flighting schedule: each city will receive one week of advertising every other month. Each city will be allotted 20 spots per week that they advertise: 5 on weekend and 15 during the week. Each week that the brand advertises will result in 6,000 impressions and cost \$4,000 per the first three cities, totaling at \$12,000 per month and \$72,000 for the year. The same schedule will be conducted in the cities listed in Figure A; however, it will cost around \$1,200 each per week that the brand advertises here. Therefore, the yearly total for these three cities will be \$22,000.

CONSUMER MAGAZINES & SALES PROMOTION

As the brand attempts to break away from its old fashioned stigma, light and colorful ads become essential. Therefore, it is vital that the print ads in the magazines are in color. Additionally, the advertisements should be at least half a page in order to truly grasp the audience's attention. According to People magazine's rate card, a one half page in color costs \$241,200. Additionally, according to US Weekly magazine rate card, the same spot costs \$160,660. Altoids will publish a monthly print ad/sales promotion in each magazine. The monthly ad for the People magazine will appear in the first weekly issue of each month. The monthly ad for US Weekly magazine will appear in the third weekly issue of each month. This distribution will balance out the exposures. In conclusion, the brand's monthly expenditures in this category will be around \$400,000, making the total for the year 4.8 million dollars.

DIGITAL OVERVIEW

The brand originally allocated 7 million to digital media. The brand will now allocate around 15 million, or around half of the budget, towards advertising on digital media. The target audience consists of millennials. According to studies, millennials are the most digitally active generation to date. Therefore, in order to optimize reach and increase brand awareness amongst the target audience, a significant portion of the overall budget needs to be allocated to digital as that is where a large portion of the target audience's time is spent.

TWITTER

The brand will allocate 4.9 million dollars to Twitter advertising with promoted trends at the beginning and end of each month of the calendar year. Promoted trends for brands appear at the top of the Trending Topics list on Twitter and are officially marked with the term "Promoted." Occasionally, the promoted trends will appear within user's timelines. Promoted trends come across as engaging and important. Before the implementation of the trending tweets, part of the Twitter budget will be allocated to a customized page creation for Altoids and a handler that ensures at least ten tweets per every day of the week in order to maintain consumer contact with the brand. The handler will be in charge of sending custom welcome messages to all new followers as well as keeping up with direct messages from customers. Promoted trends cost 200,000 dollars per day. As each promoted trend will last a day, and the brand will conduct two days per month, the total cost of the brand's year-long promoted trends will be 4.8 million dollars. The remaining 100,000 of the Twitter budget will be allocated to the design and maintenance of the page.

FACEBOOK

Altoids will advertise on Facebook through reach and frequency buying. This method will allow the brand to book advertising campaigns in advance with predictable optimized reach and frequency. Studies show that this method of buying increases awareness and drives sales. Altoids will designate \$333,333 a month to advertising on Facebook through this method. Facebook does not require set budgets but allows brands to allot however much money they deem necessary. Therefore, Facebook will take this monthly allotment and use it to optimize the reach and frequency of the target audience to the best that the budget allows. By the end of 12 months, a total of \$4 million will have been allotted to Facebook advertising. These ads will be targeted specifically to the target audience based on what they engage in and how they engage. Additionally, engaging videos will be created and posted on the Altoids Facebook page, allowing viewers to like and share.

MOBILE MARKETING

A total of 1.6 million dollars will be allocated towards mobile marketing for the brand. Mobile marketing needs to follow a continuous and steady schedule throughout the year in order to build on brand relationships and truly establish loyalty. Developing an effective and efficient trigger messaging system, mobile loyalty program, and an interactive mobile experience for consumers will require an abundance of attention and maintenance. A 1.6 million dollar budget will help to hold all of these aspects at levels that remain efficient.

WEBSITE & APP

\$600,000 will be allocated towards the creation of the brand's website and app. The creation of a user friendly and appealing app through designers that are internationally renowned and respected will cost \$500,000 to create. It is essential for the brand to allocate this much to the app creation as digital experiences need to be reliable and convenient for consumers in order to increase usage. Additionally, \$100,000 will be designated to the effective and efficient design of a user friendly website. The budget for the creation of the website and app will be evenly distributed across the calendar year as they will take time and effort to develop perfectly.

E-COMMERCE

Altoids will designate 1 million dollars towards e-commerce platforms and query searches. The brand will use this 1 million to maintain a consistent purchase schedule of query searches as well as to pay big time retailers, such as Target and Walmart, to give them search engine optimization. The brand will purchase spots on query searches such as "mints" and "how to increase study focus." The 1 million will be distributed evenly throughout the calendar year in order to maintain this plan and maximize reach.

EMAIL MARKETING CAMPAIGN

Altoids will distribute 2,500 emails per week, totaling in 10,000 emails per month. The brand will maintain this schedule for the entire calendar year. Each month will cost \$500, totalling in a \$6,000 year-long allotment. This allotment is necessary in order to maintain the correct and efficient number of emails that need to be distributed on a four week basis.

HULU

Hulu offers a variety of advertising options for multiple purposes. The option that Altoids will implement is adopted in order to "expand your audience" and "amplify your brand's message by providing impactful opportunities that reach a large number of viewers." The brand will conduct what is known as a targeted blitz, which maximizes brand awareness with high impact targeted media for certain periods of time. Hulu allows advertising by demographic, geographic area, content length, and genre. The brand will run 30 second commercials that remain consistent throughout the year. The brand will budget a total of 3 million dollars to Hulu advertising. The prices run at 25 dollars cost per million. The brand will allocate \$250,000 per month to Hulu advertising for 10,000 impressions a month. The end result will be 120,000 impressions.

TENTPOLES

LOLLAPALOOZA

The brand will allocate 2.5 million dollars to a tentpole event at the Lollapalooza music festival that takes place in Chicago. The estimated price for a sponsorship with Lollapalooza is approximately \$1.5 million. This will



secure a place to set up the building and have signage around the festival. An additional \$100,000 will be spent on hiring professional photographers and videographers to provide quality social media and web content. No money will be needed to advertise the Altoids sponsorship as it is a pop up event; however, the rest of the \$900,000 will go towards setup of the station, promotional gifts, such as shirts and water bottles, and representatives that will encourage attendees to engage with the Altoids station. The money will be allocated in the month of August as Lollapalooza takes place starting August 2nd.

ORIENTATION AT NYU

The brand will allocate \$100,000 to its tentpole at the New York University Orientation. The money will go towards setting up stations around campus that advertise Altoids. These stations will also be passing out Altoids water bottles, t-shirts and Altoids mint tins. The average incoming class for NYU is 6,200 students; therefore, at a cost of around \$5 per shirt, it will cost around \$32,000 to produce Altoids t-shirts. Water bottles cost \$3.45 each to produce, totalling in a \$22,000 allocation for their creation. \$3,000 will be used to hire a professional photographer for documentation of the day, and \$5,000 will be spent on the rental and setup of a digital photobooth. No money will be needed to provide prior advertising for the orientation stations; however, the rest of the \$38,000 will cover the setup of the stations across campus and pay representatives to encourage participation. The money will be allocated at the end of August as NYU Orientation begins on August 26th.

MUSCLE BEACH GYM

The brand will allocate \$400,000 to the event in the Muscle Beach Gym at Venice Beach, California. Approximately \$150,000 of the money will go towards a partnership with the beach to allow Altoids to reserve the park and advertise around Venice Beach. Approximately \$55,000 will be allocated to promotional gifts, like t-shirts and water bottles. Local influencers will be paid approximately \$50,000 to encourage participation and engagement during the event. There will be \$10,000 allocated to the three winners of the event. \$5,000 will be budgeted to pay the photographer and videographer respectively. The remaining \$130,000 will be reserved for pre-event advertising and signage, as well as free Altoids to be given out during the event. The money will be allocated to the month of March as California is a popular spring break destination and an abundance of tourists are brought in during the month of March.

EVALUATION



MFP YEAR AT A GLANCE

Year At a Glance

Student	Tamrin Port
Professor	Peggy Kreshel
Semester	

	Reach		Avg Freq		GRPS			\$(000)		
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
January	75	88.1	3	4.3	225	380	-155	2750	2507.8	242.2
February	75	83.3	3	3.5	225	290	-65	2750	2492.1	257.9
March	75	88.1	3	4.3	225	380	-155	2750	2907.8	-157.8
April	75	83.3	3	3.5	225	290	-65	2750	2492.1	257.9
May	75	88.1	3	4.3	225	380	-155	2750	2507.8	242.2
June	75	83.3	3	3.5	225	290	-65	2750	2492.1	257.9
July	75	88.1	3	4.3	225	380	-155	2750	2507.8	242.2
August	75	83.3	3	3.5	225	290	-65	2750	5092.1	-2342.1
September	75	88.1	3	4.3	225	380	-155	2750	2507.8	242.2
October	75	83.3	3	3.5	225	290	-65	2750	2492.1	257.9
November	75	88.1	3	4.3	225	380	-155	2750	2507.8	242.2
December	75	83.3	3	3.5	225	290	-65	2750	2492.1	257.9
Total					2700	4022.18993	0	33000	32999.1259	0.87406907

National Contingency \$(000): 0

Spot Contingency \$(000): 0

Budget Analysis

Size of media budget: \$30,000,000

Campaign period: Jan-Dec 2018

Media Type	Amount (\$)	% of Budget
Digital	\$15,106,000	50.4
Hulu	3,000,000	10
Twitter	4,900,000	16.3
Facebook	4,000,000	13.3
E-Commerce	1,000,000	3.3
Mobile Marketing	1,600,000	5.3
Website and App	600,000	2
Email	6,000	0.02
Magazines	\$4,822,320	16.1
People	2,894,400	9.6
US Weekly	1,905,598	6.4
Network Television	\$10,000,000	33.3
The Walking Dead	5,000,000	16.7
Game of Thrones	5,000,000	16.7
Network Radio	\$94,000	0.3
New York, NY	24,000	0.08
Los Angeles, CA	24,000	0.08
Chicago, IL	24,000	0.08
Tri-Cities, TN-VA	7,333	0.02
Bangor, ME	7,333	0.02
Presque Isle, ME	7,333	0.02
Total	30,000,000	100

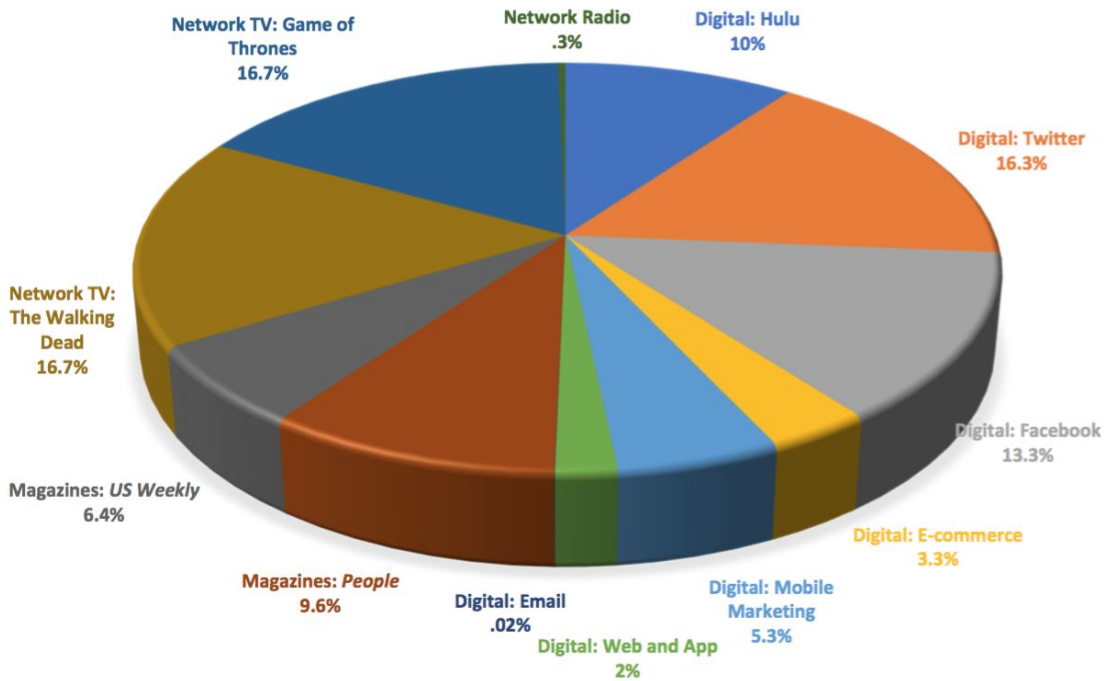
Seasonality	Amount (\$)	% of Budget
1st Quarter (Jan-Mar)	7,500,000	25
2nd Quarter (Apr-Jun)	7,500,000	25
3rd Quarter (Jul-Sept)	7,500,000	25
4th Quarter (Oct-Dec)	7,500,000	25
Total	30,000,000	100

Size of tentpole budget: \$3,000,000

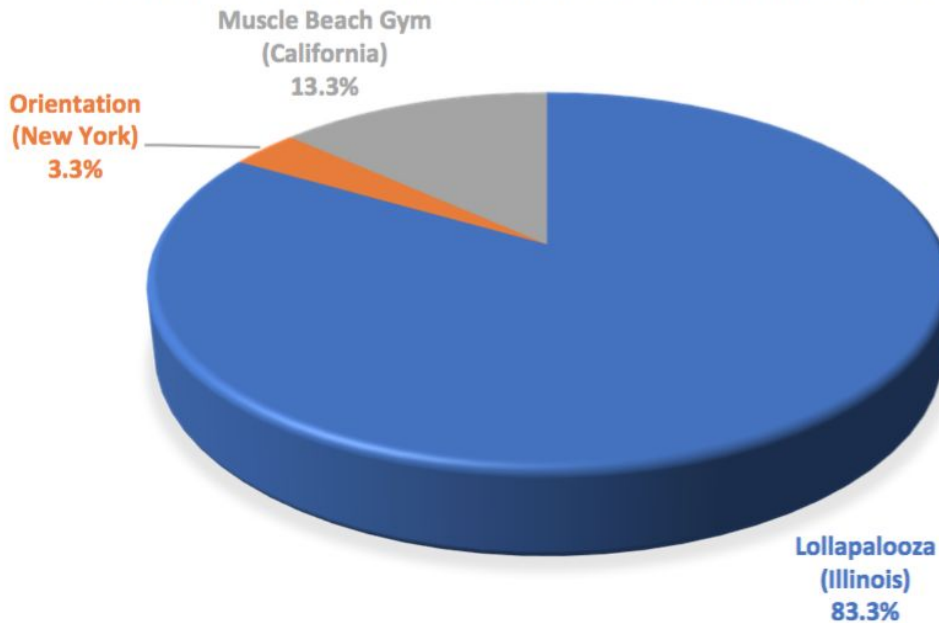
Tentpole Events	Amount (\$)	% of Budget
Lollapalooza (Illinois)	2,500,000	83.3
Orientation (New York)	100,000	3.3
Muscle Beach Gym (California)	400,000	13.3
Total	3,000,000	100

Seasonality	Amount (\$)	% of Budget
1st Quarter (Jan-Mar)	2,500,000	83.3
2nd Quarter (Apr-Jun)	0	0
3rd Quarter (Jul-Sept)	500,000	16.6
4th Quarter (Oct-Dec)	0	0
Total	3,000,000	100

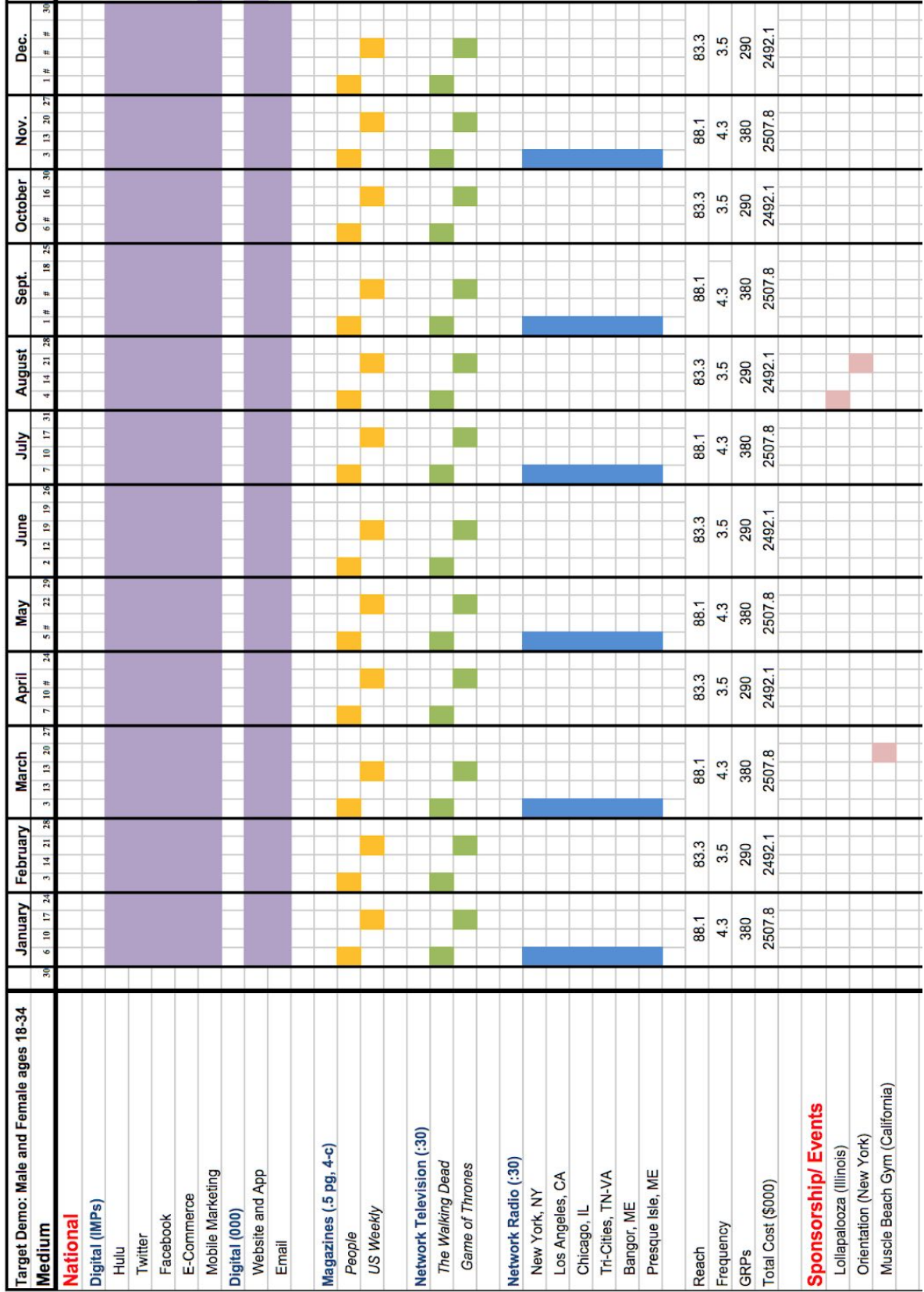
ALTOIDS MEDIA BUDGET BREAKDOWN



ALTOIDS TENTPOLE EVENTS BUDGET BREAKDOWN



Media Flowchart for Altoids
January 1-December 31, 2018



Plan Evaluation

A variety of media objectives were set to benefit the Altoids brand and this media plan places a focus on achieving those objectives. The media recommendations outlined in this plan were chosen through careful examination of the market as well as through the analysis of key trends of the specific target audience. The target audience objective is successfully achieved through this plan as all media recommendations are based on 18-34 year olds and their preferences. This media plan outlines media choices that appeal to their tendencies, likes, and personalities as a whole. Research, as well as previous trends of the target audience, were brought in in order to choose the most effective media.

This media plan additionally satisfies the budget media objective as all media recommendations, including the tentpole events, remain within the \$33 million budget while still being effective. The media plan alters the \$7 million allocation to digital to be around \$15 million, that is, around 50% of the budget. This is an effective strategy due to the strong digital presence that the target audience upholds. Approximately \$10 million of the digital advertising budget is allocated to online streaming services on Hulu and social media such as Twitter and Facebook. This allocation will allow Altoids to further appeal to potential consumers and their daily lives.

As Altoids faces a brand awareness problem, the campaign's reach and frequency objective optimizes reach, as it is more essential for more consumers to see and be exposed to the brand than less consumers being exposed more often. The media plan emphasizes a focus on reach throughout, while still managing to include effective levels of frequency. The media that this plan recommends satisfy these requirements due to their high percentage of users/viewers amongst the target audience. Furthermore, the objective is specifically to accomplish a monthly reach of 75 with a frequency of 3. Therefore, a total GRP of 225 per month. This media plan estimates a monthly reach, frequency, and total GRP that exceed all of the set goals for this calendar year. The media plan estimates an average reach of 85 over the twelve month period, which is 10 points higher than the set goal. The media plan also indicates successful KPI levels as there is a strong focus on digital media.

This plan additionally meets the geography objective as it fairly distributes media weight throughout the entire nation by implementing a large variety of national media sources. Furthermore, the media plan focuses on 6 DMAs that offer high demonstrated potential through their high CDI scores or high population levels. The tentpole events optimize reach by allowing the brand to be exposed to the largest possible audience. The plan also allows opportunity for exposure through the spot radio advertisements outlined. These advertisements will be placed in markets that show demonstrated potential through their high CDI scores. This is effective as these markets have a high category index, but low brand awareness. This discrepancy provides potential for Altoids to succeed amongst current breath mint consumers.



The plan achieves the scheduling objective as its media recommendations all uphold consistent advertising throughout the year with additional pulsing heavy ups of certain media. The media recommendations focus on media that are consistently popular and busy year round; additionally, the media scheduling focuses on consistent delivery year round. The budget is allocated in a manner that allows even distributing of media year round.

Lastly, this media plan satisfies the creative and promotional requirements objectives. The media plan offers a variety of potential for visual displays through various sources of media, such as network television, social media, and consumer magazines. The recommendations further outline successful strategies of appealing zestful and relevant to the target audience, further developing the brand's personality. The tentpole events also focus on bringing in this characterization of the brand. The media plan also successfully allocates a portion of the budget to promoting the events to the target audience prior and during the events. The media plan focused on choosing media that allows the brand to establish a creative dialogue with the consumers.

Overall, this media plan for Altoids can reach all of the goals presented in the media objectives and has the potential to satisfy the advertising and marketing objectives. The plan can successfully reach and appeal to the target audience of millennials 18-34 year olds, while maintaining the reliable image of the brand. The use of digital advertising and other media recommendations will increase the reach of the target audience, further allowing Altoids to create a brand personality and engage with their targeted consumers.

APPENDIX



FIGURE A

Top Markets with demonstrated potential	BDI	CDI
Tri-Cities, TN-VA	57.4	105
Bangor, ME	65.9	103.5
Presque Isle, ME	59.6	105.2

FIGURE B

Top DMA Markets BDI/CDI/Population

	BDI	CDI	POP
New York, New York	116	102	8.5 mil
Los Angeles, California	109	108	3.9 mil
Chicago, Illinois	111	61	2.7 mil

FIGURE C



Red- Tentpole DMAs

Orange- Radio spot DMAs

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