Client: Dove

Product: Shampoo

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### **Media Objectives**

#### **Product**

The product that will be advertised is Dove Shampoo.

#### **Target**

Dove has a target consisting of women, ages 12-44 with an average HHI of $20,000-$99,999 per year.

#### **Reach**

*To deliver a 55% weekly reach of the target group during the campaign. As a larger brand, the reason for the somewhat low percentage of reach is to target a familiar wide, national audience. Most people in Canada are shampoo users. This provides Dove a good area to advertise and cater to an audience.*

#### **Frequency**

*To obtain an average weekly frequency of 6 against the target group during the campaign. As an older product, Dove needs to advertise more frequently to keep the Canadian audience aware and engaged with Dove Shampoo over newer competitor products.*

#### **Measurement**

For the campaign, Dove is planning to reach 55% of the demographic (W12-44) an average of 6 times. The campaign will have 330 GRPs.

#### **Seasonality**

*To spend media dollars accordingly:*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Shampoo Sales Pattern** | | | | | | | | | | | | | | |
| **Month** | | | J | F | M | A | M | J | J | A | S | O | N | D |
| **Sales %** | | | 15 | 15 | 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 15 |
| **Plan %** | | | 15 | 15 | 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 10 | 10 |

It is recommended that Dove spend media dollars alongside monthly sales patterns. Heavier focus should be set out during the late autumn and winter months (November-March) because sales increase, thus advertising having a higher impact on consumers.

#### **Scheduling Strategy**

The most feasible approach to executing the campaign is through a continuity strategy because shampoo is a product purchased on a regular basis. Having a consistent message showcased to consumers regularly to think of the Dove at any time of the year.

#### **Geography**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Shampoo Users By Region** | | | | | | | |
| **Region** | **CDN POP %** | **Category Users %** | **Dove Users %** | **CDI** | **BDI** | **BOI** | **Planned Spend %** |
| Atlantic | 6.9 | 7.1 | 8.1 | 102 | 117 | 87 | 10.0 |
| Quebec | 23.4 | 21.9 | 23.7 | 94 | 101 | 93 | 15.0 |
| Ontario | 38.8 | 39.9 | 41.0 | 103 | 106 | 97 | 35.0 |
| Man/Sask | 6.6 | 6.6 | 5.8 | 100 | 88 | 114 | 10.0 |
| Alberta | 10.8 | 11.2 | 8.5 | 104 | 79 | 132 | 10.0 |
| B.C. | 13.5 | 13.3 | 12.9 | 99 | 96 | 103 | 20.0 |

The Man/Sask, Alberta, and BC Regions have high BOI, therefore ad spend has been placed in order to growth opportunities the brand has in these regions. Ontario has the largest number of users, thus allocating 35% of the budget to maintain Dove’s current status in the province.

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#### **Priorities**

|  |  |
| --- | --- |
| 1 | Geography |
| 2 | Frequency |
| 3 | Scheduling Strategy |
| 4 | Reach |
| 5 | Seasonality |

As a brand, Dove is not popular in every region of Canada. The disadvantage calls for geography to be the top priority for Dove. For the campaign, Dove is aiming to gain more loyal consumers from the regions shown above. More money spend will go into Quebec, Ontario, and B.C.

Frequency is the second priority. Having a continuous advertising execution will keep consumers aware and engaged with Dove regardless of seasonality because the type of product is bought on a regular basis and has a somewhat short usage cycle.

### **Media Rationale**

#### **Media Strategy**

Television is recommended as the primary medium for the plan because:

* 45.8% of the Dove’s target is light to medium/light television viewers - this means that the target will be able to see an ad at least once during the week based on the recommended frequency.
* The target is 50% more likely to watch television 1 day a week - thus the target is more likely to be receptive to the advertising message given the recommended level of frequency.
* 21.3% of the target agreed that they search the internet for products advertised on TV - which proves that TV is an effective advertising vehicle to use to complete the objective.
* TV provides geographic selectivity - which means that Dove can target consumers on a more definitive level, which will allow Dove to accurately target W12-44.
* Television is known to have a high reach - this allows Dove to deliver the level of reach mentioned in the objectives.
* TV has coverage flexibility which means that Dove will be given the option to advertise nationally or regionally - this lets Dove target the priority regions over the other regions.
* TV has the ability to drive conversations, both online and offline - this allows Dove to impact their consumers and have them thinking of the brand through thought-provoking messaging.
* Lastly, Television is a key source of information and news - which gives Dove the opportunity to reach a large audience for the campaign.

Online is the secondary medium for the plan because:

* Online has excellent target selectivity which makes flexibility for highly accurate targeting and delivery - thus, will help Dove reach their target with more impact.
* 21.9% of Dove’s target watch TV while browsing the internet - which means that the target would have a high chance of seeing the ad on multiple media.
* 50.2% of the target is medium/heavy online users - this gives Dove the opportunity to reach the target on a frequent basis, which in turn would help achieve the frequency objective.
* 80.1% of the target is 19.0% more likely to have accessed the internet yesterday, this means that the target uses the internet on a regular basis - this would allow Dove the opportunity to reach that target as frequently as possible.
* Online has excellent targeting capabilities, as messages can be delivered at any time of the day which will allow Dove to generate impressions when the target be more receptive to the promotional message.

References

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