



ALTOIDS MEDIA PLAN 2020

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EXECUTIVE SUMMARY



As a brand, Altoids has been around since 1870. They have created their unique identity from their consistency with their branding featuring the handy tin package and established slogan “curiously strong mints.” The brand has changed owners various times throughout their history beginning with Callard & Browser to their parent company currently, Wm. Wrigley Jr. Corporation. Altoids enjoys a reputation for being top quality among their consumers for their serving size and effectiveness.

Altoids is a historic company that has brought a cool, fresh taste to the mouths of many for years. Altoids main point of concern is that their current media mix does not adhere to the wants and needs of younger consumers. Furthermore, they have numerous competitors. Altoids must find a way to break through the populated breath mint market to make their brand known to their consumers.

The best approach to solving the problem would be to establish a new target audience, younger working professionals. Establishing a target audience of younger consumers would give Altoids the opportunity to reach its marketing objective, which is, to increase Altoids sales by 20 percent to around \$116.5 Million for the next calendar year. Our goal is to create new life-long customers. As these young professionals climb up the rankings in their career, they will continue to remain loyal to Altoids.

This plan not only meets the reach, frequency, and GRP goals needed to make them a stronger competitor in the breath mint market, but it surpasses its needs to meet all marketing objectives planned. In addition to meeting all marketing goals, this plan does so while remaining under the allocated budget and providing a list of viable markets that could be used in the event of their need.

SITUATION ANALYSIS



PARENT COMPANY

Altoids parent company is Wm. Wrigley Jr., Corporation. In 2016, Wrigley's annual U.S. revenue exceeded \$600 million. The Wrigley division has operations in over 50 countries worldwide and sells its products in about 180 total countries. Wrigley is the world's #1 maker of chewing gum. Wrigley brands include: Extra, Orbit's 5 brands, Doublemint, JuicyFruit, Life Savers, Skittles, Spearmint, Starburst and Altoids. Juicy Fruit, Spearmint and Doublemint gums, and Altoids.

MARKET DESCRIPTION

Sugarless gum and regular gum have seen steady declines since 2010 and are expected to continue doing so until through 2020. On the other hand, mints and breath fresheners have been enjoying steady sales growth since 2010 and are expected to continue doing so. In modern times, the breath mint category consists of over 20 brands, and considerably more if gum were to be included.

BRAND POSITION

The Altoids brand is over one hundred years old. The breath mints category is pretty popular among U.S. consumers. In general, long-lasting flavor is important to buyers of gum, mints, and breath fresheners, maybe even more appealing than a recognizable brand or price. Furthermore, Consumers are looking for packaging that is convenient to carry, discreet, and keeps mints clean. Altoids are known for their consistency with their branding featuring its handy tin package, and its long-standing slogan "curiously strong mints."

COMPETITION

Competitors for Altoids have similar products including IceBreakers, Breath Saver, Mentos, and Tic Tacs. IceBreakers and Breath Saver are both Hersey's Brand. These specific mints are targeted towards younger audiences, and use catchy television ads to bring in and maintain those younger consumers. As these particular consumers have grown, they have held their loyalty to the brand. Therefore, there is an increase in the amount of usage of Ice Breakers by younger millennials and older Gen Z members. Research shows Altoids also have a reputation for premium quality among consumers, and they agree Altoids provide a generous serving, are uniquely packaged, and are one of the most effective as a breath-enhancers compared to its competitors. Altoids has been outspent by their top competitors. In 2016, the brand spent nothing on advertising.

COMPETITIVE EXPENDITURE ANALYSIS



When comparing Altoids to its competitors, Altoids has the second highest amount of advertising spent at \$7,223,200 annually. They are surpassed only by Ice Breakers who spend a little over 7 times as much each year on advertising at \$53,144,900. Ice Breakers spend most of their advertising budget on syndication and cable television at \$28,310,200 and \$20,247,800 respectively. Altoids only uses 3 forms of media in their media mix with almost all of their advertising spending (96.03%) going towards spending in consumer magazines.

Altoids spends \$6,936,800 annually on consumer magazines whereas their top competitors focus most of their media mix on syndication, cable television, internet display and local radio. Of Ice Breakers' roughly 53-million-dollar total advertising spending, \$48,558,000 was spent on cable television and syndication; Breath Savers spent all \$521,200 of their advertising spending on local radio; Tic Tac spent a vast majority of their advertising spending (93.1%) on cable television; and Mentos spend \$218,700 (80%) on internet display.

Media Mix

Other media used in Altoids' media mix include internet display and business to business. Internet display, though only 3.49%, is the next highest media being spent on in their media mix at \$251,900. Altoids only spend 0.48% of their budget on business to business spending totaling \$34,500. Altoids alone spend \$6,936,800 (99.41%) of the total \$6,977,800 being spent in the consumer magazine category. Most advertising spending among all breath mint brands is being put towards syndication at \$28,321,700 total; this is followed closely by cable television with \$26,786,600 being spent in total. Syndication and cable television together make up 80.62% of the \$68,359,300 combined total advertising spending among breath mint brands. Though it only has a total of \$249,500 being spent towards it by all brands, business to business is the most cluttered media with 5 different brands using it for advertising. As far as a digital presence goes, Altoids has a minimal one at most making up only 3.49% of their media mix. Their only spending digitally is that of internet display and have no spending towards any other digital media.

In terms of Altoids' share of voice, they account for 99.4% of consumer magazine advertising. Altoids also has a 13.8% share of business to business advertising, giving them the second most shares of that medium behind Tic Tac, which has a 72% share. Following behind Altoids in shares is Ice Breakers with 8.9%, and Mentos with 4.6%. The only other medium Altoids has a share in is internet display, which they have a 31.7% share. They follow closely behind Tic Tac which has a 38.1% share. Mentos follows behind Altoids in internal display shares with a 27.6%.

Share of Voice

One of its largest competitors, Ice Breakers, account for nearly 100% of advertising in some mediums. Ice Breakers has 100% of network television shares, almost 100% share of sport television with Mentos have an almost negligible amount, 75.6% of shares of cable television, almost 100% of shares in syndication with Mentos again having an almost negligible amount, and 8.9% of shares of business to business advertising.

Altoids has the most share of voice, by far, in consumer magazines with their 99.4% share. They also spend almost all of their advertising budget on consumer magazines with it consuming 96.03% of their advertising spending. When it comes to business to business advertising, Altoids account for 13.8% of shares, but only spend 0.48% of their budget on those shares. As for internal display, they have a 31.7% share, but this share only consumes 3.49% of their total spending. This presents an opportunity to gain dominance over this medium with very little monetary loss.

Competitive Spending Chart

Dollars in \$(000)

Brand / Media	Total	Network TV	Spot TV	Cable TV	Syndication	Consumer Magazines	Business to Business	National Newspaper	Network Radio	National Spot Radio	Local Radio	Internet Display	Online Video	Outdoor
Altoids	7,223.20	0.00	0.00	0.00	0.00	6,936.80	34.50	0.00	0.00	0.00	0.00	251.90	0.00	0.00
Breath Savers	521.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	521.20	0.00	0.00	0.00
Eatwatever	9.00	0.00	0.00	9.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ForeverMints	156.90	0.00	0.00	0.00	0.00	41.00	0.00	94.90	0.00	0.00	0.00	21.00	0.00	0.00
Ice Breakers	53,144.90	3,991.80	572.80	20,247.80	28,310.20	0.00	22.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mentos	287.80	0.00	0.10	0.50	11.50	0.00	11.60	0.00	0.00	0.00	0.00	218.70	0.00	45.40
Sencha Naturals	1.60	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Therabreath	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.00	0.00	0.00
Tic Tac	7,013.30	0.00	0.00	6,529.30	0.00	0.00	179.60	0.00	0.00	0.00	0.00	302.00	2.30	0.00
Total	68,359.30	3,991.80	572.90	26,786.60	28,321.70	6,977.80	249.50	94.90	0.00	0.00	522.60	793.60	2.30	45.40

Media Mix (%)

Brand / Media	Total	Network TV	Spot TV	Cable TV	Syndication	Consumer Magazines	Business to Business	National Newspaper	Network Radio	National Spot Radio	Local Radio	Internet Display	Online Video	Outdoor
Altoids	100.00%	0.00%	0.00%	0.00%	0.00%	96.03%	0.48%	0.00%	0.00%	0.00%	0.00%	3.49%	0.00%	0.00%
Breath Savers	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%
Eatwhatsoever	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ForeverMints	100.00%	0.00%	0.00%	0.00%	0.00%	26.13%	0.00%	60.48%	0.00%	0.00%	0.00%	13.38%	0.00%	0.00%
Ice Breakers	100.00%	7.51%	1.08%	38.10%	53.27%	0.00%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mentos	100.00%	0.00%	0.03%	0.17%	4.00%	0.00%	4.03%	0.00%	0.00%	0.00%	0.00%	75.99%	0.00%	15.77%
Sencha Naturals	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Therabreath	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%
Tic Tac	100.00%	0.00%	0.00%	93.10%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	4.31%	0.03%	0.00%

SOV (%)

Brand/Media	Network TV	Spot TV	Cable TV	Syndication	Consumer Magazines	Business to Business	National Newspaper	Network Radio	National Spot Radio	Local Radio	Internet Display	Online Video	Outdoor
Altoids	0.00%	0.00%	0.00%	0.00%	99.41%	13.83%	0.00%	0.00%	0.00%	0.00%	31.74%	0.00%	0.00%
Breath Savers	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	99.73%	0.00%	0.00%	0.00%
Eatwhatsoever	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ForeverMints	0.00%	0.00%	0.00%	0.00%	0.59%	0.00%	100.00%	0.00%	0.00%	0.00%	2.65%	0.00%	0.00%
Ice Breakers	100.00%	99.98%	75.59%	99.96%	0.00%	8.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mentos	0.00%	0.02%	0.00%	0.04%	0.00%	4.65%	0.00%	0.00%	0.00%	0.00%	27.56%	0.00%	100.00%
Sencha Naturals	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Therabreath	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%	0.00%
Tic Tac	0.00%	0.00%	24.38%	0.00%	0.00%	71.98%	0.00%	0.00%	0.00%	0.00%	38.05%	100.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%	0.00%	100.00%	100.00%	100.00%	100.00%

Spending by Month Analysis

Spending by Month Analysis (2019): Unlike some of their competitors, Altoids uses flight advertising and only spent money on advertising June through December of 2019. They begin with a low amount, \$11,600 in June then steadily increase their spending until they are at their peak in September, spending \$2,498,700. In October this amount decreases by about half to \$1,757,700 and maintains an amount of spending between 1 and 2 million dollars through December. In September alone (their peak month) Altoids spent 34.58% of their \$7,223,200 total advertising spending. In the 4 months of September through December, Altoids spends most of their advertising spending, 99.07%.

Advertising spending for all brands throughout the year is fairly steady with all spending, apart from December, staying between 3 and 7 million dollars. In December there is a huge spike to \$9,588,200 of total spending among brands. Tic Tac and IceBreakers are the only two brands to spend some money every month of the year. Sencha Naturals and Eatwhatever are the only two brands to spend money advertising in only one month, June and November respectively, throughout the year.

Seasonality and Purchasing Pattern

Per the MRI data, Altoids currently only advertises in the months of June through December, it can be assumed that these are the months that consumers purchase the most Altoids. People are likely to buy Altoid's all during the day, consumers likely use breath mints in the morning, Data suggests that coffee drinkers purchase breath mints after they drink their coffee to get rid of Coffee breath. Data also suggests that after meals, consumers are more likely to purchase mints. Also, they are likely to buy them before a night out of drinking to remove the taste of alcohol on their breath after they leave. Data suggests that people buy Altoids every one to three weeks. The quantity of mints in a pack of Altoids allow consumers to go week(s) without having to buy another pack every week. Overall, most consumers buy Altoids for themselves, since altoids can be bought at most convenience and grocery stores, and pharmacies, consumers most likely purchase them while they are already at the store, consumers do not make a run to the store just for breath minutes.

Pricing

The cost of Altoids original and signature product is around \$1.99 for a 1.76 oz tin. Altoids other main product is called "Altoid Smalls" and is priced at about \$1.39. With the exception of Ice Breakers and Lifesavers, Altoids are considered costly. Altoids competitors, such as Ice Breakers retail right around the same price as Altoids, but the serving size is about .25 oz smaller than Altoids. Tic Tac are priced around \$1.79, which is relatively less than the price of Altoids, but only about half of the serving. Lifesaver mints are also a competitor of Altoids and they are priced at \$1.99 but have a much larger serving size at 6.25 oz. Breath Savers are listed at \$.99 for .75 oz. It would be less costly for consumers to switch to Tic Tacs or Breath Savers. Overall, Altoids compete in a crowded category, they are high priced, but are well priced for the serving size based on ounces.

Geography



City	BDI	CDI	25% Weighted BDI	75% Weighted CDI	Weighted Sum
Bakersfield, CA ●	104	124	26	93	119
Laredo, TX ●	101	117	25	88	113
Yuma-EI Centro, AZ-CA ●	91	121	23	91	114
Greenwood-Greenville, MS	74	125	18	94	112
Glendive, MT	110	112	28	84	112
Fresno-Visalia, CA	95	116	24	87	110
Harlingen-Weslaco-Brownsville-McAllen, TX	85	119	21	89	111
Las Vegas, NV	102	112	25	84	109
Los Angeles, CA	110	109	27	81	109
Miami-Ft. Lauderdale, FL	100	112	25	84	109

The campaign to raise awareness will focus on 3 markets which present the highest combined BDI and CDI weighted sum and will thus be the locations for our tenpole events. The markets we will be focusing on are as follows: Bakersfield, CA; Laredo, TX; and Yuma-EI Centro, AZ-CA. The subsequent 7 highest markets are also included as viable alternatives to the chosen markets as they present comparable weighted sums. Those markets are as followed: Greenwood-Greenville, MS; Glendive, MT; Fresno-Visalia, CA; Harlingen-Weslaco-Brownsville-McAllen, TX; Las Vegas, NV; Los Angeles, CA; and Miami-Ft. Lauderdale, FL. These markets were all chosen based upon the weighted sum of their BDI and CDI, which was high compared to other markets. In most of these markets the CDI was high and the BDI ranged from low to high. Due to the high CDI and the lower BDI, the markets showed room for growth as a brand in a popular category. Subsequently, CDI was weighed at 75% while BDI was weighed at 25% to show the markets in which Altoids could possibly grow the most due to an already present popularity of breath mints.

CONSUMER PROMOTION



Altoids has maintained the phrase of “Curiously strong” in their advertising efforts. First hitting the market in 1780, the brand used to promote that their product would help stomach aches subside. They also boasted their use of real peppermint, which other brands did not use. Most unique to the brand is the packaging, which has been maintained throughout the years: metal containers. These containers are not only historically upheld throughout the brand as a tradition, but are also eco-friendly, being both recyclable and reusable. Altoids focuses their marketing efforts on the second half of the year and most popularly use print media advertisements. Their advertisements are generally more classic to speak to their historical past in the American marketplace while also offering a humorous punch line, which is normally a play on words involving the character in the ad or a sexual innuendo. They often use a more vintage look and include different objects to bring about a sense of nostalgia such as Curious George, the original Iron Man, and the Operation board game character.

COMPETITORS



Icebreakers was introduced in 1996 and has a larger variety of products in comparison to Altoids. They target younger demographics and have the highest buying rates in ages 18-24 due to their advertising. Their fun, youthful ads appeal to these younger audiences, such as their 2016 campaign which surrounded unicorns under the phrase “meet the unicorn of your confidence”. The campaign was extremely successful, inspiring merchandise with an Icebreakers package and a unicorn to be sold across America. Their use of social media draws in this younger demographic as well. While Icebreakers has over one million likes on Facebook, their overall social media presence is weak; however, they are active and still reach their target audience through these mediums.

Mentos was first marketed in the Netherlands in 1948 with products now available in over 130 countries. They are the #3 candy brand worldwide. They also have a big social media and digital presence and do moderately well with the younger demographics. Mentos is known for witty advertisement campaigns based on current lifestyle trends, such as their Say Hello campaign in the UK. The campaign surrounded single adults, a market that mint companies were struggling to reach. It led them to create a limited edition brand packaging known as “complimentos”, which provided a fun line on the outside of the wrapper such as “you are I are MINT to be”. Mentos does not advertise through media like TV and print as much in America as in other countries, mostly limiting themselves to internal display.

COMPETITORS



Tic Tac evolved in 1968 and their products are now available in 100 different countries. They also boast unique packaging, featuring what is described as a “flip action top” on a transparent box. Despite their wide variety of flavors, each mint is only two calories, adhering to the new health conscious consumer mindset. They feature funny ads adhering to younger crowds, and they have the biggest social media presence of all with almost 750,000 Instagram followers. One of their more recent ad campaigns, aired throughout 2018, was labeled “Open Up”. It featured a new brand persona, Mr. Tic Tac, who used their mints to help people “open up” and embrace the lighthearted moments together. Tic Tac used their social media presence to advertise this new persona as well as numerous commercials that were placed on various TV channels.

SWOT ANALYSIS



Strengths:

- Well known, well established brand created in 1780 makes for high brand awareness
- High brand loyalty
- Natural ingredients
- Good quality and value with low production costs
- Strong distribution system makes nationwide sales easier

Weaknesses

- Less ad spending than competitors
- Reliance on a few products. If these products suffer for any reason, Altoids is vulnerable
- Inconsistent advertising and social media use
- Mars Wrigley website is very outdated and offers little information

Opportunities

- Increase in social media use especially in younger crowds, a target market that they don't really reach. Social media is mostly free or inexpensive to use.
- Increase in income and consumer spending equals increase in their target market
- Natural ingredients appeals to the new consumer mindset of health conscious

Threats

- Increasing competition. Some brands outside of the category are now producing their own mints, such as Starbucks
- More breath help substitutes such as Listerine breath strips, mouth sprays, gum
- Increase in ads by competitors resulting in higher reach for them as well as more clutter in the brands category.
- Other competitors use social media, reaching younger consumers who may have already developed brand loyalty.
- Other brands have updated websites which appeals to the new consumer mindset of advanced technology

TARGET AUDIENCE



Our target audience is men and women ages 18-34. We selected this specific demographic due to their willingness to try new things. Age group 18-24 has an index of 106. Age group 25-34 has an index of 102. According to the given information, Millennials are more likely to indicate that they use breath mints to alleviate stress, relieve boredom and boost their mood. That younger age group is a large part of their competitors market, and Altoids needs to do what they can to get them. According to MRI data, of all consumers who bought breath mints in the last 6 months, 43.15% are men and 56.86% are women, so there will be a slight emphasis on targeting women. The index of women who bought mints in the past 6 months is 110, and men is 89. A majority of breath savers consumers are women at 6,018,000 people. The size of our target audience is approximately 21 million people.

TARGET AUDIENCE



We would like to specially target young professionals who are trying to successfully move up in the corporate world. This demographic is educated, employed, and value the experience over the product. We would like to establish that Altoids are the mint you want to consume in the through all stages of your life as you are trying to meet your professional goals.

Additionally, we would like to target the health conscious. Sugar free mints are increasing in popularity. That product draws in a large group of consumers due to a widespread increase in health consciousness. These people care about their health more than the average American consumer. Likely consumers are looking for perceived benefits such as vegan, keto, vegetarian, and overall healthier food options like restricting sugar and processed food intake.

TARGET AUDIENCE



Consumer #1: Kate is a 23 year old, single female, who recently graduated from college two years ago. She is currently a real estate agent working in Miami-Ft. Lauderdale, FL. She is constantly searching for opportunities to move up the corporate ladder and network with people who could potentially help him in the industry. She and her friends often take weekend trips out of the city, and they are always looking to try new things and visit new places. Kate recently went Vegan when she graduated from college. She is very active on social media including Instagram, Twitter, and Facebook.

Consumer #2: Mark is a 30 year old, single male, who is becoming quite a successful financial analyst. He is very well established in his company. Mark lives in Los Angeles, CA, but is always traveling to other cities for his work. He often prioritizes work over his friends and family. Due to his busy work schedule, he uses social media, especially Facebook, to keep up with his loved ones. He also uses LinkedIn to keep up with his work life. His main goal this year was to establish a more healthy lifestyle, but he often has to eat out whenever he travels. He tries his best to keep up with maintaining his health.

Altoids currently only has an advertising period of 7 months throughout the year. If that amount is increased to all 12 months, it will allow for more people to interact with the brand and will ensure people do not forget about Altoids during the offseason, which is a likely occurrence given their current advertising schedule. A pulse scheduling strategy is present where there is peak advertising spending among all breath mint brands in December, since Altoids main focus is drawing consumers away from their competitors, they need to maintain the highest amount of advertising during that month. From January to May there is a steady increase in all brands advertising spending, Altoids needs to follow that trend and steadily increase their spending as well. After May, there is a relatively maintained amount of spending among all brands, Altoids should maintain the spending they reached in May and continue until they hit their peak in December.

Altoids should choose to optimize their reach, especially in December 2021 in order to compete with its top competitors. In order to do so, Altoids should maintain a reach of 70% and a reach from January of 2021 through May of 2021. From June of 2021 to November of 2021, Altoids should increase their reach to 75%. In December of 2021, Altoids should arrive its peak reach of 80%.

As for frequency, Altoids should begin the year at 3 and end it at 4. In January and February of 2021, Altoids should maintain a frequency of 3. After February, frequency should be increased to 3.3 and maintained for March and April of 2021. From May of 2021 though November of 2021, frequency should be maintained at 3.5. In Altoids peak month of December, frequency should be 4.

The three markets in which Altoids will be placing their tentpole events are as followed: Bakersfield, CA; Laredo, TX; and Yuma-El Centro, AZ-CA. In each of these markets there will be various forms of media placed with the aim of drawing attention to the brand due to the high foot-traffic and thus increasing sales in an already promising market.

Bakerfield, CA:

In Bakersfield, CA there is a popular wine tasting event called the "2nd Annual Central Coast Wine Tasting." This event was chosen as it is a set in our most promising market, takes place during a high sales time, and is popular with our target audiences, men and women aged 18 – 24 (you do not have to be 21 to enter the event). The event will take place on Friday, May 29th, 2021 at 5:00 p.m. and will host an Altoids vendor for the cost of about \$2,541. This event not only is popular with our target audience, but will be popular with many people present as it presents a need; many people find that they have bad breath after drinking alcohol. The number of attendees expected at this event given attendance of similar events in the surrounding area is projected at roughly 15,000 – 20,000 people.

Pros:

- Popular with target audience
- Is a need among all alcohol drinkers
- Presents an opportunity to people who hadn't thought of using Altoids to aid in getting rid of "alcohol breath"

Cons:

- Some of the target audience is not able to drink and this is a wine tasting event
- Some may not initially realize there is a correlation between Altoids and alcohol

Laredo, TX:

The second tentpole event will take place in Laredo, TX and is a concert for Ana Gabriel at the Same Auto Arena. This event will take place on December 6th, 2021 at 7:00 p.m. A digital billboard advertisement will be used at this event at the cost of around \$991.00. The thought behind using this event is that it is a concert which typically draws in a young adult crowd, our target audience. Concerts also are events in which people typically attend because they gain enjoyment from them. Our goal is to create an association in the minds of those that attend between the happiness they experienced at the concert and Altoids. When they see Altoids, they should feel a rush of excitement and want to purchase them because they are reminiscent of that concert. The number of attendees expected at this event given capacity of the arena is expected to be roughly 10,000 people.

Pros:

- Relatively inexpensive
- Large amounts of people will attend the concert
- Concert crowd is within our target audience

Cons:

- Not everyone at the concert is guaranteed to see the billboard

Yuma-El Centro, AZ-CA:

The last tentpole event is in Yuma-El Centro, AZ-CA. The event that will take place in this market is a festival called "Celebrate the Heat on Yuma's Main Street." It is a festival that draws in all of the town's residents to celebrate their heritage with live music, food vendors, shopping, and activities for children. This event will take place on September 12th, 2021 and we will use five point of sales displays throughout the festival. The thought behind using this festival for our event is not only does it draw in our target audience, but it draws in audiences of all ages and demographics and gains exposure from them. This event could also present Altoids as a necessity as it not only will rid unwanted breath odor from the food of the street vendors, but it can also provide a cooling feeling in the mouth that is desirable on a hot September day. The cost to place five point of sales displays throughout the festival will be roughly \$750. The number of attendees at this event given the population size and normal attendance rates is projected to be at roughly 20,000 people.

Pros:

- The most inexpensive event
- Potentially a high amount of foot traffic

Cons:

- Attendees of the event may be more interested in local businesses that they are of a large, well-known brand like Altoids

CREATIVE STRATEGY



Creative Brief:

Background: Altoids is one of the oldest breath mint brands. Founded in Europe in 1870, Altoids were stronger than their other competitors because their product was made with peppermint oil and advertised as a stomach soother. A century later, Altoids became a popular selection for breath mints in the United States and is still prevalent today.

Objective: To increase brand awareness and sales in our target market and overall national awareness, surpassing competitors in our crowded category.

Target Audience: Target audience is geared towards consumers aged 18-34 with a slight emphasis on women, more specifically young professionals trying to move up the corporate ladder. We also are targeting the health conscious consumer..

CREATIVE STRATEGY



Creative Brief:

The Problem: Altoids current media mix does not adhere to the younger consumer. Key Insight: The sale of breath mints in the United States is projected to continue growing year by year.

Big Idea: Altoids will provide the best product, at the best quantity, with accessibility beyond any of its competitors to any and all kinds of consumers.

Support: Altoids are easy to find, they are at most pharmacy chains, convenience stores, grocery stores, and you can even order in bulk online. Altoids have a variety of different flavors so that every consumer can find something that they like.

Tone: The tone will be vibrant, comedic, lively, and colorful. This is much different than the usual advertisements which will allow the market of younger consumers to be explored and targeted.

MEDIA STRATEGY



Media Mix

In order to raise brand awareness and recognition by 10 percent and to target our younger consumers, and to increase Altoid sales by twenty percent to 116.5 Million in the next calendar year, Altoids needs to adapt to the media types that adhere to the target younger generation. In the recent years that have passed, Altoids media mix was not well strategized. This leads to its competitors to attack new target audiences. In 2019, Altoids only advertised seven months out of the year, from June to December and they are spending \$6,936,800 of their \$7,223,200 advertising expenditure on consumer magazines. The rest of Altoids advertising expenditure is being used to advertise \$34,500 on B to B, and 251,900 on internet display advertisements. Since then, we have established new marketing, and advertising objectives, and have planned out our media mix to increase brand awareness and sales. Our branding strategies are focused on imaginative and creative promotions that can be refreshed periodically, that reach a segment of our target audience and draws them to Altoids instead of its competitors. we need to get the point across that Altoids long lasting flavor will keep you safe in all social situations. Through Altoids new media mix we include social media, magazines, network television, and radio

MEDIA RECOMMENDED



Social Media: One medium recommended in the media mix is social media. Altoids currently has little to no social media presence on recommended platforms. Since our target audience are heavy social media users, Advertising on social media would be very helpful in gaining the attention of the Target Audience. Recommended platforms of social media would be Instagram, Facebook, Twitter, and LinkedIn. Altoids currently has a Facebook page with only 90,000 “likers” and a twitter account with 900 followers, this gives Altoids a huge medium to grow in and would help set Altoids apart from its competitors.

Since a key part of the target audience is young professionals trying to move up in their field of business, it is recommended to establish a presence on LinkedIn.

Establishing a social media presence for altoids would allow Altoids to reach their target audience in a way that they never have been able to do before. According social media data found, of facebook users aged 18-29, 79 percent of them are active on the platform, and 74 percent of all users have a college degree, for instagram, users aged 18-29, 67 percent use the platform, and 43 percent have a college degree, and 47 percent are working towards their degree. For twitter, the age demographic of people aged 18-29, 34 percent are active on the platform and 32 percent have a college degree. For LinkedIn, among our target age demographic, 28 percent use the platform and of all total users, 51 percent have a college degree.

MEDIA RECOMMENDED



The data presented helps Altoids establish that a social media presence would not only help reach the target audience age demographic, but also the characteristics of young professionals. The first step would be to create an altoids page for Instagram and LinkedIn, and establish more of a presence on Facebook and Twitter than there currently is. The use of these platforms would help meet the advertising objective by boosting brand awareness within the target audience. Since social media advertisements are often looked over quickly, the recommended advertisement would need to be a colorful digital ad that quickly draws in the target audience with vibrant colors and will provide a new and creative take on Altoids brand. The recommended ad will be advertised during all twelve months of the year with no specific dayparts. Overall, a large percentage of the target audience uses social media, and it costs very little to advertise in, therefore, the medium is highly cost efficient.

MEDIA RECOMMENDED



MAGAZINES: Women and General Interest

After analyzing the MRI quintile data of media usage, magazines are a viable option to achieve our target market objective because a lot of Altoid consumers read magazines. Also, the use of magazines would allow us to target a specific niche of our target audience, the health conscious consumer and the emphasis on women in our target audience. Advertising in any magazines that involve health and wellness, vegetarians, vegans, would help establish brand awareness to the targeted health conscious consumer. Advertisements in magazines that have an overwhelming female population of viewers would help establish brand awareness for the targeted audience of emphasis on women. Per the MRI data, Altoids are the main primary company to advertise in consumer magazines, the only other competition to do this was Forever Mints, and they only spent \$41,000 in this category, while Altoids spent \$6,936,800. It makes sense to continue to use magazines as a medium for advertising due to the lack of competition utilizing this medium, and the opportunity to reach a niche of the target audience. It is recommended that we choose magazines that adhere to women, such as Vogue and In Style. For the health conscious consumer, we could use magazines such as Diabetes Forecast and Weight Watchers. An example of an ad we could do would to put print advertisement into Diabetes Forecast raising awareness of the product mix, showcasing Altoid Smalls, which are a sugar free option of Altoids, this advertising effort would help meet not only the advertising objective but also the marketing objective of increasing sales by bringing awareness to not just original altoids, but to different products in that line as well. Both types of magazine advertisements would be advertised all 12 months of the year and with \$241,900 per month except for December, which would be \$362,800 for women magazines, and for general interest magazines would be \$253,900 during each month, and December would be \$304,700. With basically no competitors advertising in the same medium, and the ability to target specific segments of our target audience, the overall amount of money spent is cost efficient.

MEDIA RECOMMENDED



NETWORK TELEVISION:

Another medium we chose for our media mix is network television. Network television allows us to have a greater reach and frequency when trying to reach our target audience. To adhere to the segment of the target market of young professionals, it is recommended to use Network television. It can be assumed that the young professionals are trying to climb the corporate ladder which results in working long hours, that would primarily leave very few dayparts that they would be able to see. With network television, it is recommended to place advertisements at certain times of day in order to reach the target audience of young professionals. Since they will be working early mornings to nighttime, the recommended television dayparts are early morning, early news, primetime, and late night. The dayparts recommended allow our young professionals to see the advertisements in the morning before work, and after they get off work. For Network television early morning, network early news and network late night, the recommendation is to advertise every month, starting the year with a lower cost per month and increasing it as the year goes on. For primetime, the recommendation is to only advertise 7 months out of the year and spend less on that daypart due to the young professional working late nights, they would rarely see primetime. Television programs recommended are those that appeal to the target market such as morning news, late night talk shows, and comedy channels. The Network Television recommendations will account for a significant amount of our annual advertising budget, and is our most expensive advertising expenditure. It is the medium that Altoids will spend the most money on because it allows us to reach a greater amount of people than the other medias recommended and it allows for Altoids to reach its target market more accurately. We would do 15 second long advertisements to keep our spending low. Overall, it is the most expensive expenditure recommended, but provides the greatest reach and frequency, therefore it is cost effective.

MEDIA RECOMMENDED



Radio:

Another medium recommended to the media mix would be national radio. Since no other competitors use radio ads, this gives Altoids the opportunity to steal sales from its competitors and stand out in a clustered competitive market. It would also provide the opportunity to isolate our target market into buying Altoids. In order to make Altoids stand out against its clustered competitive market, the recommendation is to use national radio advertisements to grab the attention of our target market. The three dayparts recommended are the morning drive, evening drive, and night time. The three dayparts will be advertised in all twelve months of the year. During the dayparts, there will be 30 second advertisements that will try to sell you on the product, by trying to sell you on its unique taste and generous size quantity each pack has. The ad should make you want to pull your car into the next gas station to buy a pack of Altoids. Radio ads are also important in signifying the accessibility of Altoids, they are in almost every gas station across the United States, that is why at the end of the proposed advertisement it will tell you to stop at the next gas station to purchase them. Radio ads are the second cheapest expenditure we are using and it provides an key advantage of having no other consumers in the same medium.

MEDIA NOT RECOMMENDED



Cable Television: It is not recommended to use cable television because we found that Network television adhered better to our objectives this time around. Also, there is not a good reason for having two different mediums of television for your media mix. We found that it is better to just use one medium of television and then expand into other mediums.

OOH: Other than tentpole events, It is not recommended to use Out of Home advertising in the media mix. OOH advertisements such as billboards do not provide a big enough reach to apply to our target audience. Also, it is not good for trying to reach a target audience at a national level, or trying to increase your sales by 20 percent and for increasing the brand awareness by 10 percent, it is more viable to use mediums available at a national level.

STRATEGY EVALUATION



Year At a Glance

Student:	Sophie Tallman
Professor:	Shuoya Sun
Semester:	Spring 2020

	Reach		Avg Freq		GRPS			\$(000)		
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
January	70.0	77.8	3.0	3.0	210	235	-24	2084.7	2055.9	28.8
February	70.0	77.8	3.0	3.0	210	235	-24	2084.7	2055.9	28.8
March	70.0	80.5	3.3	3.3	231	263	-32	2293.2	2292.9	0.3
April	70.0	80.5	3.3	3.3	231	263	-32	2293.2	2292.9	0.3
May	70.0	80.7	3.5	3.5	245	284	-38	2432.2	2478.3	-46.1
June	75.0	81.5	3.5	3.5	263	284	-21	2605.9	2674.2	-68.3
July	75.0	80.7	3.5	3.5	263	284	-21	2605.9	2475.8	130.1
August	75.0	81.5	3.5	3.5	263	284	-21	2605.9	2674.2	-68.3
September	75.0	81.7	3.5	3.5	263	285	-22	2605.9	2653.3	-47.5
October	75.0	81.5	3.5	3.5	263	284	-21	2605.9	2674.2	-68.3
November	75.0	80.7	3.5	3.5	263	284	-21	2605.9	2475.8	130.1
December	80.0	84.5	4.0	4.0	320	337	-16	3176.7	3144.9	31.8
Total					3022	3319.4880666909	-297.48806669087	30000	29948.057	51.9429999999999

National Contingency \$(000): 0

Spot Contingency \$(000): 0

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Budget Analysis

Budget: \$30,000

Campaign Period: January 2021 - December 2021

TV:

Early Morning \$7,048,200

Early News \$6,774,000

Prime Time \$1,610,000

Late News \$4,639,800

Total: \$20,072,000 (67.02%)

Radio:

Morning Drive \$1,310,400

Evening Drive \$1,119,300

Nighttime \$923,400

Total: \$3,353,100 (11.20%)

Magazines:

Womens \$3,023,700

General Interest \$3,097,600

Total: \$6,121,300 (20.4%)

Digital: \$391,600 (1.2%)

Local Events/Tentpole:

\$2,500

\$800

\$1,000

Total: \$4300 (.08%)

Total Expenditures: \$29,948,057

Strategy Evaluation

Altoids would be running this campaign to reach a younger target audience, thus increasing their overall sales. Based on our simulation, this plan achieves the goals of the campaign by hitting the necessary reach and frequency each month in the target market. The target audience was carefully thought of throughout the media planning stage. Digital advertising can be expensive and does not generate much frequency or reach; however, a lot of digital advertising such as the increased use of an Instagram or Facebook account can mostly be free for the company. For this reason, we tried to put more of our budget to different media vehicles that generated the necessary frequency and reach for each month. While the campaign budget of \$30,000,000 surmounts their previous advertising budgets, it is still a bit under that of their competitor Ice Breakers, so planning the media buys required much thought and strategy. The tentpole events were relatively cheap for Altoids, which allowed for more of the budget to be used in other various ways. It is also important to note that any additional reach and frequency created from these events was not included in the simulation.

Strategy Evaluation

Overall, the expected reach for each month was fairly well over the goal which will prove to be helpful in generating sales for Altoids, especially once the reach and frequency from the tentpole events are taken into consideration. The exclusion of outdoor advertising in normal months proved beneficial in managing the campaign budget. On top of this, focusing TV efforts away from Prime Time allowed the total expenditures to remain under the budget. In the future, it may be helpful to include more advertisements on Prime Time, however with this budget and their goals, it was unnecessary to consider adding more than is already stated. Overall, this plan meets the goals set for Altoids.

Arriving at the reach and frequency within the target market is a very important first step in initiating more sales, and this campaign will certainly achieve this while being cost efficient to remain under the budget.

APPENDIX



Flownchart	
Student:	Sophie Tallman
Professor:	Shayya Sam
Semester:	Spring 2020

Altitude
Media Flight Plan

Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Target Demo	
Net TV-E Morning (\$000)	30	30	30	30	40	40	40	40	40	40	40	40	50	783.1
Net TV-Early News (\$000)	469.9	469.9	469.9	469.9	626.5	626.5	626.5	626.5	626.5	626.5	626.5	626.5	626.5	615.8
Net TV-Prime (\$000)	30	30	30	30	40	40	40	40	40	40	40	40	40	615.8
Net TV-L.Nite/L.News (\$000)	35	35	30	30	40	40	40	40	35	35	40	40	40	509.9
Net Radio-Morning Drive (\$000)	25	25	40	40	40	30	40	30	35	30	40	40	40	509.9
Net Radio-Evening Drive (\$000)	30	30	35	35	40	40	40	40	40	40	40	40	45	509.9
Net Radio-Nightime (\$000)	73.8	73.8	86.1	86.1	98.4	98.4	98.4	98.4	98.4	98.4	98.4	98.4	98.4	110.7
Magazines-Women's (\$000)	35	35	40	40	35	35	35	35	35	35	35	35	35	84.9
Magazines-General Interest (\$000)	74.3	74.3	84.9	84.9	74.3	74.3	74.3	74.3	74.3	74.3	74.3	74.3	74.3	84.9
Digital National Ad Networks - Run Of Network Ad Networks - Demo Targeted Video Networks Publisher Video Sites Social Mobile (\$000)	20	20	20	20	20	20	20	20	20	20	20	20	30	362.8
Digital National Ad Networks - Run Of Network Ad Networks - Demo Targeted Video Networks Publisher Video Sites Social Mobile (\$000)	241.9	241.9	241.9	241.9	241.9	241.9	241.9	241.9	241.9	241.9	241.9	241.9	241.9	304.7
Digital National Ad Networks - Run Of Network Ad Networks - Demo Targeted Video Networks Publisher Video Sites Social Mobile (\$000)	25	25	25	25	25	25	25	25	25	25	25	25	30	304.7
Digital National Ad Networks - Run Of Network Ad Networks - Demo Targeted Video Networks Publisher Video Sites Social Mobile (\$000)	253.9	253.9	253.9	253.9	253.9	253.9	253.9	253.9	253.9	253.9	253.9	253.9	253.9	304.7
Digital National Ad Networks - Run Of Network Ad Networks - Demo Targeted Video Networks Publisher Video Sites Social Mobile (\$000)	5	5	3	3	4	4	4	4	5	4	4	2	15.6	
Digital National Ad Networks - Run Of Network Ad Networks - Demo Targeted Video Networks Publisher Video Sites Social Mobile (\$000)	38.8	44.4	32.1	32.1	30.7	30.7	30.7	30.7	44.4	30.7	30.7	30.7	15.6	
Other Spot Vendor at 2nd Annual Central Coast Wine Tasting Displays to Celebrate the Heat on Yuma's Main Street Digital Billboard at Ana Gabriel concert (\$000)					N/A	2.5			N/A	0.8		N/A	1.0	
National Only Area GRPS (\$000)	234	234	263	263	283	283	283	283	284	283	283	283	336	
National Only Area GRPS (\$000)	2050.3	2055.9	2292.9	2292.9	2478.3	2674.2	2475.8	2674.2	2652.6	2674.2	2475.8	2475.8	3143.9	
National Only Area GRPS (\$000)	77.8	77.8	80.5	80.5	80.7	81.5	80.7	81.5	81.7	81.5	80.7	80.7	84.5	
National Only Area GRPS (\$000)	3.0	3.0	3.3	3.3	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	4.0	
Spot Only Area GRPS (\$000)														
Spot Only Area GRPS (\$000)														
Spot Only Area GRPS (\$000)														
Spot Only Area GRPS (\$000)														
Plan Total GRPS (\$000)	234	234	263	263	283	283	283	283	284	283	283	283	336	
Plan Total GRPS (\$000)	2050.3	2055.9	2292.9	2292.9	2478.3	2674.2	2475.8	2674.2	2653.3	2674.2	2475.8	2475.8	3144.9	
Plan Total GRPS (\$000)	77.8	77.8	80.5	80.5	80.7	81.5	80.7	81.5	81.7	81.5	80.7	80.7	84.5	
Plan Total GRPS (\$000)	3.0	3.0	3.3	3.3	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	4.0	

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