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Executive Summary

Marketing Research

Our marketing research gave us insights to use TV and social media to effectively reach our target market. These insights allowed us to select quality sources with high reach to our target market to help all aspects of our campaign be successful.

Creative Strategy

Our creative strategy looks to break our campaign into two sections were the first section will look to use cognitive strategy and try to inform consumers about the product and brand. The second part of the campaign will look to lead consumers to make a purchase on Fossil.com. The types of appeals used throughout our campaign are emotional appeals and generic messaging strategies.

Mediums Used

- Facebook Ads
- YouTube Ads
- Google AdWords/Search Ads
- Pop-Up Shops (Chicago, Los Angeles, Manhattan)
- TV (ESPN, TBS, Hulu)

Potential Reach and Revenue:

- Overall reach of nearly 10 million people
- Over 6 million dollars in profit if the campaign performs at its lowest level
- ROI of entire campaign is 1.28 if the campaign performs at its lowest level

Budget and Media Plan:

- Facebook Ads (July 1st - Sep. 1) & (Oct. 1 - Dec. 31) - $500,000
- YouTube Ads (July 8th - Dec. 31) - $500,000
- Google AdWords (July 1st - Sep. 1) & (Oct. 1 - Dec. 31) - $323,000
- TV: ESPN & TBS (July 1st - July 7th) - $2,000,000
- Hulu (July 8th - Dec 31st) - $636,800
- Pop-Up Shops (July 17th - July 21st) - $40,200

Marketing Research

Primary Research - Google Forms Survey Results
Owner Segment

The primary research was conducted using a one-time survey method, that was distributed via social media profiles to try and reach a wide span of people in the shortest amount of time possible. There were a total of 81 responses. It was made sure to meet the specifications of the target market, so all answers are directly related to thoughts by males or females ages 18-35. The survey also broke down respondents into two categories, those that already owned a smartwatch and those who did not. The following survey questions consist of those who have already purchased smartwatch.

- *Do you own a smartwatch? - (Table 20)*
- *How often do you wear your smartwatch? - (Table 21)*
- *What do you consider most when looking for a smartwatch?*
- *Select three words that come to mind when you think of smartwatches.*
- *Smartwatches make people's lives easier. Please select one of the following:*
- *Smartwatches make people look _____. Please fill in the blank.*
- *Would you purchase a product based on current trends?*
- *How important is price when making a purchasing decision?*
- *What is your annual income?*
- *How much did you spend on your smartwatch?*
- *How old are you? - (Table 21)*
- *What is your sex?*
- *What is your ethnicity?*
- *What is the highest level of education have you completed?(Table 24)*

Non-Owner Segment

The following survey results consist of those who have not purchased a smartwatch. 91% of our respondents were females ages 18-35 and the other 9% were male ages 18-35 in the non-owner segment of the survey. The questions below were used to better assess our target demographic.

How often do you wear a watch?(Table 20)
What features would be most useful in a smartwatch?

- *Navigation*
- *Sports*
- *Wellness/medical health*
- *Personal assistant/ notifications*
- *Brand*
- *Design*
- *Feature/Trends*
- *Reviews*

What three words come to mind when thinking of smartwatches?
How do smartwatches make people look?
Would you purchase a product based off current trends?
How important is price when making a purchase decision?
What is your annual income?
How much are you willing to spend on a smartwatch? (Table 22)
Ethnicity
Education (Table 23)

Secondary Research - Statista.com

We found it necessary to evaluate another source for secondary data, which is why the next few graphics will be from *Statista.com.*

What Smartwatches are Actually Used For - (Simmons 2014, Table 17)

- Based on a survey of 5,000+ U.S. consumers who are 18+ (9% own a smartwatch), 54% identified that they use the notifications and text feature daily
- 45% of the consumers identified that they use the activity tracking feature daily
- 31% of the consumers identified that the use the news updates feature

Apple Dominates the Smartwatch Market - *(Simmons 2014, Table 18)*

- Estimated worldwide smartwatch shipments for quarter 2 in 2017 projects that Apple dominates the market with 3.4 million shipments
- Samsung is in second, but very far behind with 0.8 million shipments in quarter 2
- Fossil is far down on the list with 0.3 million shipments in quarter 2

Secondary Research - *Simmons OneView*

A majority of the secondary research looks to analyze data that is received from either *Simmons OneView* or "Statista.com". The intention of the secondary research was to find quality data that creates not only backing, but grounding for the primary research conducted and the following sections such as our media selections, marketing strategy, or even our creative strategy. Using this secondary research in combination with the primary research will help us create a better final product.

Cable TV Services Viewed in Last 7 Days (Cable Table 1) - (Simmons 2014, Table 1)

Male:

- 31.3% of males 18-34 said they had watched *ESPN* in the last 7 days
- Weighted projection would be 10,813,000

Cable TV - Time Spent Viewing in Last 7 Days-(Simmons, Table 2)

Male:

- 8.4% of males age 18-34 answered that they watch *ESPN* 3 to 5 hours in the last 7 days (Simmons 2014, Table 2)
- 7.1% of males age 18-34 answered that they watch *ESPN* 1 to 3 hours in the last 7 days (Simmons 2014, Table 2)
- Weighted projection for males age 18-34 who answered they watch ESPN anywhere from 1 to 5 hours in the last 7 days is 5,329,000 (Simmons 2014, Table 2)

Cable TV Programs - Last 7 Days Full Attention -ESPN & TBS- (Simmons, Table 3)

Male:

- 10.1% of males age 18-34 answered that they give their full attention to *ESPN's* program *Sportscenter* over the last 7 days (Simmons 2014, Table 3)
- Weighted projection for this is 3,488,000 (Simmons 2014, Table 3)
- 8.0% of males age 18-34 answered that they give their full attention to *ESPN's* program *Monday Night Football* over the last 7 days (Simmons 2014, Table 3)
- Weighted projection for this is 2,761,000 (Simmons 2014, Table 3)

14.6% of Male Respondents age 18-34 and 20.1% Female Respondents said they watched TBS in the last seven days

Total Weighted Projection of 15,544,000

Lifestyle Statements/Behavior

Attitudes/opinions about shopping (Simmons 2014, Table 4)

Male:

- 42.7% agree that they visit a variety of stores when they shop.
    - Weighted against 14,724,000 population
- 40.3% agree that they will buy products from stores that don't specialize in those products because of price.
    - Weighted against 13,900,000 population
- 41.9% agree they are willing to shop at new stores
    - Weighted against 14,457,000 population
- 29.5% prefer to shop at specialty stores because employees are knowledgeable of the product.
    - Weighted against 10,184,000 population
- 34.1% often use the internet to help plan their shopping trip
    - Weighted against 11,766,000 population
- 22.8% prefer shopping at specialty stores because they tend to carry the best brands
    - Weighted against 7,865,000 population
- 33.2% say price isn't the most important factor, it is getting exactly what they want.
    - Weighted against 11,456,000 population
- 21.5% prefer shopping at specialty stores because they tend to carry more brands
    - Weighted against 7,428,000 population
- 39.1% tend to hold out on buying things they want until they go on sale.
    - Weighted against 13,498,000 population
- 26.8 % want the brand they like regardless of price.
    - Weighted against 9,252,000 population

Female:

- 55.8% agree that they visit a variety of stores when they shop.
    - Weighted against 19,043,000 population
- 45.0% agree that they will buy products from stores that don't specialize in those products because of price
    - Weighted against 15,360,000 population
- 56.1% agree they are willing to shop at new stores
    - Weighted against 19,140,000 population
- 30.8% prefer to shop at specialty stores because employees are knowledgeable of the product.
    - Weighted against 10,493,000 population

- 40.4% often use the internet to help plan their shopping trip
    - Weighted against 13,790,000 population
- 17.5% prefer shopping at specialty stores because they tend to carry the best brands.
    - Weighted against 5,999,000 population
- 21.8% say price isn't the most important factor, it is getting exactly what they want.
    - Weighted against 7,449,000 population
- 16.3% prefer shopping at specialty stores because they tend to carry more brands.
    - Weighted against 5,565,000 population
- 51.6% tend to hold out on buying things they want until they go on sale.
    - Weighted against 17,614,000 population
- 28.3% want the brand they like regardless of price.
    - Weighted against 9,655,000 population

Attitudes/opinions about technology (Simmons 2014, Table 5)

Male:

- 54.4% agree that they like to get as much information as possible about an electronic item as possible.
    - Weighted population size 18,763,000
- 36.6% agree that they love to buy new gadgets and appliances.
    - Weighted population size 12,609,000
- 37.6% agree that their computer is their primary source of fun and entertainment.
    - Weighted population size 12,978,000
- 44.2% agree they like to buy technology products which easily connect to connect to products they already have.
    - Weighted population size 15,261,000
- 32.4% agree they like to have a lot of gadgets.
    - Weighted population 11,165,000
- 56.1% agree they always shop for the best deal in electronic equipment.
    - Weighted population 19,362,000

Female:

- 58.4% agree that they like to get as much information as possible about an electronic item as possible.
    - Weighted population 19,945,000
- 32.8% agree that they love to buy new gadgets and appliances.
    - Weighted population 11,190,000
- 40.0% agree that their computer is their primary source of fun and entertainment.
    - Weighted population 13,648,000
- 46.5%agree they like to buy technology products which easily connect to connect to products they already have.

    - Weighted population 15,883,000
- 24.7% agree they like to have a lot of gadgets.
    - Weighted population 8,414,000
- 66.3% agree they always shop for the best deal in electronic equipment.
    - Weighted population 22,635,000

Shopping behavior (Simmons 2014, Table 6)

Male:

- 45% agree they shop around a lot to take advantage of specials or bargains
    - Weighted population 15,512,000
- 23.6% agree they do not buy unknown brands merely to save money.
    - Weighted population 8,144,000
- 28% agree they always look for the brand name on the package.
    - Weighted population 9,675,000
- 19.8% agree they try to keep abreast of changes in style and fashion.
    - Weighted population 6,837,000
- 13.6% agree they buy from from companies that sell directly to the consumer, distributors, or representatives who work directly from their homes.
    - Weighted population 4,708,000

Female:

- 60.2% agree they shop around a lot to take advantage of specials or bargains
    - Weighted population 34,124,000
- 26.1% agree they do not buy unknown brands merely to save money.
    - Weighted population 8,917,000
- 25.8% agree they always look for the brand name on the package.
    - Weighted population 8,819,000
- 30.5% agree they try to keep abreast of changes in style and fashion.
    - Weighted population 10,397,000
- 16.1% agree they buy from from companies that sell directly to the consumer, distributors, or representatives who work directly from their homes.
    - Weighted population 5,508,000

Internet

Banner ads lead to purchase (Simmons 2014, Table 7)

Male:

- 2% of banner ads somewhat often lead to a purchase.
    - Weighted population 703,000
- 7% of banner ads do not every often lead to a purchase.
    - Weighted population 2,399,000

- 69.1% of banner ads do not lead to a purchase.
    - Weighted population 23,841,000

Female:

- 2.6% of banner ads somewhat often lead to a purchase.
    - Weighted population 869,000
- 8.1% of banner ads do not every often lead to a purchase.
    - Weighted population 2,768,000
- 69.5% of banner ads do not lead to a purchase.
    - Weighted population 23,689,000

Email ads lead to purchase (Simmons 2014, Table 8)

Male:

- 3.3% very often
    - Weighted population 1,141,000
- 2.6% often
    - Weighted population 899,000
- 6% somewhat often
    - Weighted population 2,060,000
- 10% not very often
    - Weighted population 3,467,000
- 60.7% not at all
    - Weighted population 20,937,000

Female:

- 5.1% very often
    - Weighted population 1,731,000
- 3.8% often
    - Weighted population 1,281,000
- 9.6% somewhat often
    - Weighted population 3,280,000
- 11.5% not very often
    - Weighted population3 ,906,000
- 56.9% not at all
    - Weighted population 19,415,000

Floating ads lead to purchase (Simmons 2014, Table 9)

Male:

- 5% not very often

    - Weighted population 1,731,000
- 70.9% not at all
    - Weighted population 24,456,000

Female:

- 6.5% not very often
    - Weighted population 2,227,000
- 73.2% not at all
    - Weighted population 24,968,000

Pop-up or pop-under ads lead to purchase (Simmons 2014, Table 10)

Male:

- 4% not very often
    - Weighted population 1,368,000
- 73.1% not at all
    - Weighted population 25,221,000

Female:

- 1.4% somewhat often
    - Weighted population 480,000
- 5.2% not very often
    - Weighted population 1,781,000
- 74..4% not at all
    - Weighted population 25,382,000

Sponsored websites lead to purchase (Simmons 2014, table 11)

Male:

- 5.4% somewhat often
    - Weighted population 1,857,000
- 7.6% not very often
    - Weighted population 2,630,000
- 64.1% not at all
    - Weighted population 22,127,000

Female:

- 2.6% often
    - Weighted population 896,000
- 5.9% somewhat often
    - Weighted population 2,016,000
- 9.8% not very often
    - Weighted population 3,333,000

- 63.3% not at all
    - Weighted population 21,580,000

Weblink lead to purchase (Simmons 2014, table 12)
Male:

- 4.6% somewhat often
    - Weighted population 1,596,000
- 9.3% not very often
    - Weighted population 3,199,000
- 62.9% not at all
    - Weighted population 21,723,000

Female:

- 2.3% often
    - Weighted population 792,000
- 7% somewhat often
    - Weighted population 2,379,000
- 10.1% not very often
    - Weighted population 3,457,000
- 63% not at all
    - Weighted population 21,472,000

Internet use at Home (Simmons 2014, Table 13)
Male:

- 78.3% yes
    - Weighted population 27,016,000
- 13.3% no
    - Weighted population 4,590,000
- 8.4% not sure
    - Weighted population 2,907,000

Female:

- 82.4% yes
    - Weighted population 28,112,000
- 11.0% no
    - Weighted population 3,765,000
- 6.5% not sure
    - Weighted population 2,228,000

Internet use at work (Simmons 2014, Table 14)

Male:

- 40.7% yes
    - Weighted population 14,062,000
- 31.5% no
    - Weighted population 10,872,000
- 27.8% not sure
    - 9,580,000

Female:

- 38.5% yes
    - Weighted population 13,131,000
- 32.1% no
    - Weighted population 10,949,000
- 29.4% not sure
    - Weighted population 10,023,000

Social Media

Those who use it (Simmons 2014, Table 15)

Male:

- 67.7% yes
    - Weighted population 23,367,000

Female:

- 78.6% yes
    - Weighted population 26,805,000

Marketing Strategy - SWOT Matrix:

FOSSIL

	Positive	Negative
Internal	**Strengths** • Internationally recognized company • Well known proprietary brands • Strong and recognized brand name • Use of innovative culture makes them strong competitors • Strong employee base (14,000+) • Constantly modifying products to keep up with latest fashion trends • Strong product portfolio • Wide customer reach • Variety of Style for watches • Made out of good quality material (long lasting) • No battery needed/replace every 6 months • Waterproof material • Durable	**Weaknesses** • Constantly having to keep up with international fashion trends is a burden • High inventory level can lead to a loss in revenue • There is no long-term contract with third-party manufacturers which leads to more price fluctuations • Need to improve battery life • Price point similar to apple watches • Watches are bought with discretionary income- people may not be able to afford them
External	**Opportunities** • They have options to extend product categories creating more of a customer base • Utilizing the international market which can bring in more revenue • Consumers are doing more of their shopping through online sites • One of our main competitors offers a square face watch. We have an opportunity to offer both options.	**Threats** • Bad Economy creates lower discretionary income which leads to less spending • Highly competitive retail and e-commerce • International competition that have higher brand awareness • Brand loyalty from consumers to companies like Apple (Table 18) • Evolving consumer fashion style and trends • Smartphone company promotions that link their smartwatch brand to smartphone purchases • Fossil doesn't have the same credibility of other major smartwatch brands that are already known for their technology.

Strengths and Weaknesses of our competitors

Apple 

Strengths:

- Largest market share for smartwatches(Table 18)
- Leader in smartphone industry
- Internationally recognized company
- Mass production capabilities
- Modern style/trend/design
- Cellular capabilities (Apple Watch)
- Durable products with good battery life
- Massive amounts of brand loyalty and value
- Interchangeable bands and customizable faces
- Latest technology
- Able to invest heavily in R&D for new products/features/designs
- Innovative culture and HQ
- Profit Margin

Weaknesses:

- Closed design - not able to integrate with other applications or software
- High prices
- Sales may depend on sales of other products
- Watch variety is slim
- Rely on sales of consumer electronics
- Saturated market for consumer electronics

Fitbit 

Strengths:

- Nimble
- First mover advantage
- Great technology and value
- Platform openness
- Broad device portfolio
- Corp wellness/Affiliate channel

Weaknesses:

- Lack of fitness/health credibility
- Style

GARMIN

Garmin

Strengths:

- Barriers of market entry
- Experienced business units
- Domestic market
- Skilled workforce
- Monetary assistance provided
- Reduced labor costs

Weaknesses:

- Competitive market
- Brand portfolio

SAMSUNG

Samsung

Strengths:

- Leader in smartwatch industry - Samsung Gear
- Leader in smartphone industry
- Profit Margin
- Up-to-date technology and design
- Mass production capabilities
- Massive amounts of brand loyalty and value
- Wide variety of products
- Internationally known brand
- Interchangeable bands and faces
- Moderate Prices

Weaknesses:

- Saturated market for consumer electronics
- May be seen as the lesser compared to luxury brands (Apple)
- Do not use their own operating software, rely on another company
- Rely on sales of consumer electronics

Xiaomi

Strengths:

- New company to the market, have gained tremendous traction in some developing countries
- Demonstrated the capability to generate revenue and has a high profit margin
- Able to integrate their smartwatches with their brand of smartphones or other products
- High end design and features, for the price of lower end product
- Massive business and financial backing by professionals and investors
- Have capability to expand to new markets
- Up-to-date technology and design
- Manufacturing capabilities to meet demand

Weaknesses:

- Saturated market for consumer electronics
- Face heavy competition when they expand
- Have not been around for long, yet to establish Apple or Samsung level of brand loyalty or value
- Yet to establish a direct competitor for Apple Watch and Samsung Gear, direct competitor of Fitbit
- No significant market share in most major world markets

Strategic Summary Chart

Finding	**Action**
31.3% of males 18-34 said they had watched *ESPN* in the last 7 days (Simmons 2014, Table 1)	We are going to run ads on ESPN for a week to improve brand awareness of Fossil.
"Thirty second video ads on Hulu generate a 61% increase in top-of-mind awareness and a 22% increase in purchase intent versus "linear TV" ads." (Lincoln J, 2015) 32 million users watch Hulu with ads (Smith, 2017)	We will have ads on Hulu that will run throughout the entire campaign. This will increase front-of-mind awareness towards the Fossil brand and increase sales.
Only 7.3% of women use magazine sites, compared to 30.1% of women that use tv show websites. (Simmons 2014, table 25)	Rather than using magazines, we will invest more in TV ads because consumers purchase items more frequently off the internet when they see the ad via TV instead of magazines.

A majority of both males and females age 18-35 use social media. Males-67.7%. Females-78.6%. (Simmons 2014, table 22)	The ads we have created will be used mainly on social media sites.
66.9% of women in our target 18-34 have purchased online, by phone, or by mail in the last 3 months 54.2% of men in our target 18-34 have purchased online, by phone, or by mail in the last 3 months (Simmons 2014, Table 32)	Create banner ads to display on our website.
Fossil Group has a 52/100 (100 being a word that is searched often over the interval) interest as of November 11th (Google Trends, 2017)	Create google AdWords for the terms "Fossil group", Smartwatches, Wearable Technology and this can lead us to a high ROI.
According to Simmons Table 16 in our marketing research 10.1% of males and 39% of females ages 18-34 are defined as status strivers. Status strivers keep up with the latest trends and desire to have fun while shopping.	Create pop-up shops that will only be available at specific times/places to bring elements of exclusivity, unique experiences and fun to the brand.

ROI

ROI of Social Media:

Facebook Ads:

Estimated max reach of 340,000/Daily x 4.11% (Irvine, 2017) = 13,974 people
4.11% of people may click on a Facebook Ad - in this case leading to the webpage to make a purchase
13,974 people x $265 (avg. cost) = $3,703,110 = Projected Revenue
Ad Spend for Facebook Ad - $500,000 broken into two parts (See Media Plan in Appendix A)
ROI = $3,703,110 - $250,000 / $250,000 = 13.81

Youtube Ads:

180,000 viewers x 4.3%(Hartsell, 2014) = 7740 impressions
4.3% of viewers may click on a Youtube Ad - in this case leading to the webpage to make a purchase
7740 x $265 avg cost of product = $2,051,100 Revenue
(2,051,100 - 250,000)/250,000 = 7.2044

ROI = 7.20

ROI of Google AdWords - Search Ads:

Google handles 2 trillion searches/per year (Sullivan, 2017)
Fossil Group has a 52/100 (100 being a word that is searched often over the interval) interest as of November 11th (Google Trends, 2017)
For purposes, we will say that Fossil Brand gets 500,000 searches per year - 250,000 searches in 6 months. This accounts for .00000025 of all searches in 6 months, suppose that there are 1 trillion searches in 6 months.
250,000 searches x 2.65% (Kim, 2017) = 6,625
6,625 x $265 = Potential Revenue of $1,755,625
Average Cost per Click on Google Adwords is $1-$2 (Shewan, 2017).
64.6% of people click on Google Ads (Kim, 2017).
250,000 searches x 64.6% = 161,500
Total Cost = 161,500 x $2 (Shewan, 2017) = $323,000

ROI: $1,755,625 - $323,000 / $323,000 = 4.44

ROI of Pop-Ups:

Manhattan Pop-Up:

1,643,734 people live in Manhattan (2015).
Pop-Up Shop Cost - $85/per hour
One Week - $3,400 (8 Hr/day - 5 days)
Design Cost - $10,000 (one time setup estimate)
If we reach .003 of people, then we would have 4,931 impressions.
Projected Purchases= 4,931 x 3.09% (Bestor, 2017) = 152
Projected Revenue = 152 x $265 = $40,280
Total Cost = $13,400
ROI = $40,280 - $13,400 / $13,400 = 2.01

Chicago Pop-Up:

3,069,909 downtown residents in Chicago
Pop-Up Shop Cost: $85/per hour
One Week - $3,400 (8hr/day - 5 days)
Design Cost - $10,000 (one time setup estimate)
If we reach .001 of people, then we would have 6,139 impressions.
Projected Purchases = 3,069 x 3.09% (Bestor, 2017) = 189
Projected Revenue = 189 x $265 = $50,085

Total Cost = $13,400
ROI = $50,085 - $13,400 / $13,400 = 2.74

Los Angeles Pop-Up:
3,976,322 people live in Los Angeles (2015).
Pop-Up Shop Cost: $85/per hour
One Week - $3,400 (8hr/day - 5 days)
Design Cost - $10,000 (one time setup estimate)
If we reach .001 of people then we would have 3,976 impressions.
Projected Purchases = 3,976 x 3.09% (Bestor, 2017) = 122
Projected Revenue = 122 x $265 = $32,330
Total Cost = $13,400
ROI = $32,330 - $13,400 / $13,400 = 1.41

ROI of Television:

ROI of the TV channel TBS:
43.87 million people view TBS in a 7 day period of time
43.87 million viewers in a 7 day period (Nielsen Scarborough, (n.d.) x 5.52% (Mahmud, 2008)= 2,421,624
2,421,624 impressions
Assume .1% of these people make a purchase
Projected revenue= 2,421 x 265$ avg cost of product= 641,565
Total Cost = $342,000 (Stickler, 2016)
ROI = $641,565 - $342,000 / $342,000 = 0.88

ROI of the TV channel ESPN:
61.91 people view ESPN in a 7 day period of time(Nielsen Scarborough,(n.d.)
61.91 million viewers in a 7 day period x 5.52%(Mahmud, 2008)= 3,417,432 impressions
Assume .1% of these people make a purchase
Projected revenue= 3,417 x 265$ avg cost of product= 905,505
Total cost= $371,793 (Steinberg, 2016)
ROI= $905,505 - $371,793 / $371,793= 1.44

ROI of Hulu:
"Thirty second video ads on Hulu generate a 61% increase in top-of-mind awareness and a 22% increase in purchase intent versus "linear TV" ads." (Lincoln J, 2015)
32 million users watch Hulu with ads (Smith, 2017)
32,000,000x4.3%(Hartsell, 2014)= 1,376,000
Assume .1% of these people make a purchase
Projected revenue= 1376 x $265= $364,640

Total cost= $30 per one thousand impressions (Learmonth, M, 2008)
We would be able to reach 16,666,666 people
Assume .02% of people intend to make a purchase
ROI=853,333-499,999/499,999=.71

Creative Strategy

Our creative looks to use a variety of appeals across different platforms using different message strategies to support different customer reactions. This is meet the customer at a different part of their journey, for example if they have very little knowledge about the Fossil brand or Fossil Q Smartwatches, then we hope to give them information on the product. See message strategies for each medium and creative piece below:

Creative #1 (Appendix A):

- Cognitive Message Strategy - Generic Message
    - Provides product attributes to promote features to potential customers
    - Goal is to increase product and brand awareness
- Used in Facebook Ads (July 1st - Sep. 1st) and Banner ads on Fossil.com (July 1st - Sep. 1st)
- Paired with the call-to-action on Facebook Ad of "Learn More"

Creative #2 (Appendix A):

- Conative Message Strategy
    - Intent of this ad is to lead the consumer to the Fossil Q Smartwatch page on Fossil.com to make a purchase
- Used in Facebook Ads (July 1st - Sep 1st) and Banner Ads on Fossil.com (Oct. 1st - Dec. 31st)
- Paired with call-to-action on Facebook Ad of "Shop Now"

Google AdWords #1 (Appendix A) :

- Cognitive Message Strategy - Generic Message
    - Provides product features to potential customers
    - Goal is to increase product and brand awareness
- Used (July 1st - Sep. 1st)

Google Adwords #2:

- Conative Message Strategy

    - Intent of this ad is to lead the consumer to the Fossil Q Smartwatch page on Fossil.com to make a purchase
- Campaign run time (Oct. 1st - Dec. 31st)

Alternative Marketing - Pop-Up Shops

Pop-Up Shops look to bring in consumers to have unique experiences about brands or with the products these brands have to offer. In doing so we think Fossil should provide consumers with spaces in large cities with very diverse populations and with a proportion being the people in our target market. For example, having spaces for a few days in Chicago, Los Angeles, and Manhattan can reach a portion of the overall population and our target market. The experiences that could be included our demos on the product, stations that allow consumers to see what the product can be used for, and more.

Media Plan (See Appendix A)

Intent is to break our campaign into two main parts, but some of our content on some mediums will run the whole campaign or at select times. A majority of our ad spend will be via social media, but the most expensive ad spend will be on TV because of high cost. See Appendix A for more details.

Commercial

Appeals used include emotional appeals. We used pictures to appeal to a variety of lifestyles and scenarios that could pertain to our target market. The message strategies used include:

- Affective Message Strategy
- Conative Message Strategy

Using these strategies we look to keep their attention throughout the advertisement using music and lifestyle marketing.

Video Link: https://vimeo.com/245688737

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Appendix A:

(Table 1)

		Total	CABLE TV SERVICES VIEWED IN LAST 7 DAYS: ABC FAMILY	CABLE TV SERVICES VIEWED IN LAST 7 DAYS: ESPN
Total	Sample	24,073	3,218	4,500
	Weighted(000)	233,193	35,352	49,752
	Vertical %	100.0%	100.0%	100.0%
	Horizontal %	100.0%	15.2%	21.3%
	Index	100	100	100
	Total %	100.0%	15.2%	21.3%
MALE 18 - 34	Sample	2,172	235	637
	Weighted(000)	34,514	3,727	10,813
	Vertical %	14.8%	10.5%	21.7%
	Horizontal %	100.0%	10.8%	31.3%
	Index	100	71	147
	Total %	14.8%	1.6%	4.6%
FEMALE 18 - 34	Sample	2,842	775	234
	Weighted(000)	34,104	10,971	2,828
	Vertical %	14.6%	31.0%	5.7%
	Horizontal %	100.0%	32.2%	8.3%
	Index	100	212	39
	Total %	14.6%	4.7%	1.2%

(Table 2)

		Total	ESPN - TIME SPENT VIEWING: 10 HOURS OR MORE	ESPN - TIME SPENT VIEWING: 7 HOURS < 10 HOURS	ESPN - TIME SPENT VIEWING: 5 HOURS < 7 HOURS	ESPN - TIME SPENT VIEWING: 3 HOURS < 5 HOURS	ESPN - TIME SPENT VIEWING: 1 HOUR < 3 HOURS	ESPN - TIME SPENT VIEWING: < 1 HOUR
Total	Sample	24,073	214	209	508	1,067	1,294	663
	Weighted(000)	233,193	2,647	2,520	5,962	10,782	14,849	7,640
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	1.1%	1.1%	2.6%	4.6%	6.4%	3.3%
	Index	100	100	100	100	100	100	100
	Total %	100.0%	1.1%	1.1%	2.6%	4.6%	6.4%	3.3%
MALE 18 - 34	Sample	2,172	*42	*34	71	146	157	112
	Weighted(000)	34,514	*832	*763	1,082	2,890	2,439	1,728
	Vertical %	14.8%	*31.4%	*30.3%	18.1%	26.8%	16.4%	22.6%
	Horizontal %	100.0%	*2.4%	*2.2%	3.1%	8.4%	7.1%	5.0%
	Index	100	*212	*205	123	181	111	153
	Total %	14.8%	*0.4%	*0.3%	0.5%	1.2%	1.0%	0.7%
FEMALE 18 - 34	Sample	2,842	**4	**8	**22	*37	80	*54
	Weighted(000)	34,104	**59	**23	**299	*353	1,239	*599
	Vertical %	14.6%	**2.2%	**0.9%	**5.0%	*3.3%	8.3%	*7.8%
	Horizontal %	100.0%	**0.2%	**0.1%	**0.9%	*1.0%	3.6%	*1.8%
	Index	100	**15	**6	**34	*22	57	*54
	Total %	14.6%	**0.0%	**0.0%	**0.1%	*0.2%	0.5%	*0.3%

(Table 3)

		Total	ESPN - LAST 7 DAYS FULL ATTENTION: COLLEGE FOOTBALL BOWL GAMES	ESPN - LAST 7 DAYS FULL ATTENTION: COLLEGE FOOTBALL REGULAR SEASON	ESPN - LAST 7 DAYS FULL ATTENTION: MONDAY NIGHT COUNTDOWN	ESPN - LAST 7 DAYS FULL ATTENTION: MONDAY NIGHT FOOTBALL	ESPN - LAST 7 DAYS FULL ATTENTION: NBA REGULAR SEASON	ESPN - LAST 7 DAYS FULL ATTENTION: SPORTSCENTER
Total	Sample	24,073	629	722	375	1,186	531	800
	Weighted(000)	233,193	7,353	8,253	4,406	12,050	5,316	9,561
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	3.2%	3.5%	1.9%	5.2%	2.3%	4.1%
	Index	100	100	100	100	100	100	100
	Total %	100.0%	3.2%	3.5%	1.9%	5.2%	2.3%	4.1%
MALE 18 - 34	Sample	2,172	70	95	77	175	118	185
	Weighted(000)	34,514	1,867	2,134	1,923	2,761	2,178	3,488
	Vertical %	14.8%	25.4%	25.9%	43.7%	22.9%	41.0%	36.5%
	Horizontal %	100.0%	5.4%	6.2%	5.6%	8.0%	6.3%	10.1%
	Index	100	172	175	295	155	277	247
	Total %	14.8%	0.8%	0.9%	0.8%	1.2%	0.9%	1.5%
FEMALE 18 - 34	Sample	2,842	**22	*34	**9	62	**22	**29
	Weighted(000)	34,104	**170	*405	**188	699	**174	**261
	Vertical %	14.6%	**2.3%	*4.9%	**4.3%	5.8%	**3.3%	**2.7%
	Horizontal %	100.0%	**0.5%	*1.2%	**0.6%	2.1%	**0.5%	**0.8%
	Index	100	**16	*34	**29	40	**22	**19
	Total %	14.6%	**0.1%	*0.2%	**0.1%	0.3%	**0.1%	**0.1%

(Table 4)

		Total	WHEN I SHOP I USUALLY VISIT A VARIETY OF STORES	I WILL BUY PRODUCTS FROM STORES THAT DON'T SPECIALIZE IN THOSE PRODUCTS BECAUSE OF PRICE	I AM USUALLY WILLING TO SHOP AT NEW STORES	I PREFER SHOPPING AT SPECIALTY STORES BECAUSE THE EMPLOYEES ARE KNOWLEDGEABLE OF THE PRODUCTS	I OFTEN USE THE INTERNET TO HELP PLAN MY SHOPPING TRIPS	I PREFER SHOPPING AT SPECIALTY STORES BECAUSE THEY TEND TO CARRY THE BEST BRANDS	PRICE ISN'T THE MOST IMPORTANT FACTOR—IT IS GETTING EXACTLY WHAT I WANT	I PREFER SHOPPING AT SPECIALTY STORES BECAUSE THEY TEND TO CARRY MORE BRANDS	I TEND TO HOLD OUT ON BUYING THINGS I WANT UNTIL THEY GO ON SALE	REGARDLESS OF PRICE, IT IS IMPORTANT TO HAVE THE BRAND I LIKE
Total	Sample	12,453	5,508	5,472	5,970	3,857	3,336	2,485	4,821	2,522	6,145	4,110
	Weighted(000)	233,192	101,519	105,124	113,532	71,927	65,910	45,786	86,228	43,573	114,268	72,966
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	43.5%	45.1%	48.7%	30.8%	28.3%	19.6%	37.0%	18.7%	49.0%	31.3%
	Index	100	100	100	100	100	100	100	100	100	100	100
	Total %	100.0%	43.5%	45.1%	48.7%	30.8%	28.3%	19.6%	37.0%	18.7%	49.0%	31.3%
MALE 18 - 34	Sample	1,128	458	436	472	349	399	251	431	262	436	328
	Weighted(000)	34,496	14,724	13,903	14,457	10,184	11,766	7,865	11,456	7,428	13,498	9,252
	Vertical %	14.8%	14.5%	13.2%	12.7%	14.2%	17.9%	17.2%	13.3%	17.0%	11.8%	12.7%
	Horizontal %	100.0%	42.7%	40.3%	41.9%	29.5%	34.1%	22.8%	33.2%	21.5%	39.1%	26.8%
	Index	100	98	89	86	96	121	116	90	115	80	86
	Total %	14.8%	6.3%	6.0%	6.2%	4.4%	5.0%	3.4%	4.9%	3.2%	5.8%	4.0%
FEMALE 18 - 34	Sample	1,442	832	613	788	407	511	306	376	285	719	409
	Weighted(000)	34,124	19,043	15,360	19,148	10,493	13,790	5,989	7,449	5,565	17,614	9,655
	Vertical %	14.6%	18.8%	14.6%	16.9%	14.6%	20.9%	13.1%	8.6%	12.8%	15.4%	13.2%
	Horizontal %	100.0%	55.8%	45.0%	56.1%	30.8%	40.4%	17.5%	21.8%	16.3%	51.6%	28.3%
	Index	100	128	100	115	100	143	89	59	87	105	90
	Total %	14.6%	8.2%	6.6%	8.2%	4.5%	5.9%	2.6%	3.2%	2.4%	7.6%	4.1%

(Table 5)

attitudes about technologg		Total	I LIKE TO GET AS MUCH INFORMATION AS POSSIBLE ABOUT AN ELECT	I LOVE TO BUY NEW GADGETS AND APPLIANCES	MY COMPUTER IS A PRIMARY SOURCE OF FUN AND ENTERTAINMENT	I LIKE TO BUY TECHNOLOGY PRODUCTS WHICH EASILY CONNECT TO PRODUCTS	I LIKE TO HAVE A LOT OF GADGETS	I ALWAYS SHOP FOR THE BEST DEAL IN ELECTRONIC EQUIPMENT
Total	**Sample**	**12,453**	**6,840**	**3,073**	**3,755**	**4,964**	**2,133**	**7,006**
	Weighted(000)	**233,192**	**127,259**	**59,466**	**71,017**	**92,233**	**44,591**	**132,589**
	Vertical %	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
	Horizontal %	**100.0%**	**54.6%**	**25.5%**	**30.5%**	**39.6%**	**19.1%**	**56.9%**
	Index	**100**	**100**	**100**	**100**	**100**	**100**	**100**
	Total %	**100.0%**	**54.6%**	**25.5%**	**30.5%**	**39.6%**	**19.1%**	**56.9%**
MALE 18 - 3	Sample	1,128	673	455	481	557	381	656
	Weighted(000)	34,496	18,763	12,609	12,978	15,261	11,165	19,362
	Vertical %	14.8%	14.7%	21.2%	18.3%	16.5%	25.0%	14.6%
	Horizontal %	100.0%	54.4%	36.6%	37.6%	44.2%	32.4%	56.1%
	Index	100	100	143	124	112	169	99
	Total %	14.8%	8.0%	5.4%	5.6%	6.5%	4.8%	8.3%
FEMALE 18	Sample	1,442	795	460	556	655	306	840
	Weighted(000)	34,124	19,945	11,190	13,648	15,883	8,414	22,635
	Vertical %	14.6%	15.7%	18.8%	19.2%	17.2%	18.9%	17.1%
	Horizontal %	100.0%	58.4%	32.8%	40.0%	46.5%	24.7%	66.3%
	Index	100	107	129	131	118	129	117
	Total %	14.6%	8.6%	4.8%	5.9%	6.8%	3.6%	9.7%

(Table 6)

Shopping behavior		Total	I SHOP AROUND A LOT TO TAKE ADVANTAGE OF SPECIALS OR BARGAINS	I DO NOT BUY UNKNOWN BRANDS MERELY TO SAVE MONEY	I ALWAYS LOOK FOR THE BRAND NAME ON THE PACKAGE	I TRY TO KEEP ABREAST OF CHANGES IN STYLES & FASHIONS	I BUY PRODUCTS FROM COMPANIES WHICH SELL THEIR PRODUCTS DIRECTLY TO CONSUMERS THROUGH DISTRIBUTORS OR REPRESENTATIVES WHO WORK FROM THEIR
Total	Sample	12,453	6,610	4,350	4,097	3,222	1,522
	Weighted(000)	233,192	123,770	75,876	72,160	55,342	29,622
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	53.1%	32.5%	30.9%	23.7%	12.7%
	Index	100	100	100	100	100	100
	Total %	100.0%	53.1%	32.5%	30.9%	23.7%	12.7%
MALE 18 - 34	Sample	1,128	492	305	321	249	161
	Weighted(000)	34,496	15,512	8,144	9,675	6,837	4,708
	Vertical %	14.8%	12.5%	10.7%	13.4%	12.4%	15.9%
	Horizontal %	100.0%	45.0%	23.6%	28.0%	19.8%	13.6%
	Index	100	85	73	91	84	107
	Total %	14.8%	6.7%	3.5%	4.1%	2.9%	2.0%
FEMALE 18 - 34	Sample	1,442	813	381	426	458	195
	Weighted(000)	34,124	20,547	8,917	8,819	10,397	5,508
	Vertical %	14.6%	16.6%	11.8%	12.2%	18.8%	18.6%
	Horizontal %	100.0%	60.2%	26.1%	25.8%	30.5%	16.1%
	Index	100	113	80	84	128	127
	Total %	14.6%	8.8%	3.8%	3.8%	4.5%	2.4%

(Table 7)

Banner ads		Total	VERY OFTEN	OFTEN	SOMEWHAT OFTEN	NOT VERY OFTEN	NOT AT ALL
Total	Sample	24,073	239	187	431	1,594	15,017
	Weighted(000)	233,193	2,073	1,381	3,580	15,653	150,692
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	0.9%	0.6%	1.5%	6.7%	64.6%
	Index	100	100	100	100	100	100
	Total %	100.0%	0.9%	0.6%	1.5%	6.7%	64.6%
MALE 18 - 34	Sample	2,172	*44	**30	64	157	1,435
	Weighted(000)	34,514	*525	**449	703	2,399	23,841
	Vertical %	14.8%	*25.3%	**32.5%	19.6%	15.3%	15.8%
	Horizontal %	100.0%	*1.5%	**1.3%	2.0%	7.0%	69.1%
	Index	100	*171	**220	133	104	107
	Total %	14.8%	*0.2%	**0.2%	0.3%	1.0%	10.2%
FEMALE 18 - 34	Sample	2,842	*60	*53	89	253	1,935
	Weighted(000)	34,104	*669	*527	896	2,768	23,689
	Vertical %	14.6%	*32.3%	*38.1%	25.0%	17.7%	15.7%
	Horizontal %	100.0%	*2.0%	*1.5%	2.6%	8.1%	69.5%
	Index	100	*221	*261	171	121	107
	Total %	14.6%	*0.3%	*0.2%	0.4%	1.2%	10.2%

(Table 8)

Email Ads		Total	VERY OFTEN	OFTEN	SOMEWH AT OFTEN	NOT VERY OFTEN	NOT AT ALL
Total	Sample	24,073	665	570	1,503	2,603	12,601
	Weighted(000)	233,193	6,146	4,865	13,696	25,344	128,691
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	2.6%	2.1%	5.9%	10.9%	55.2%
	Index	100	100	100	100	100	100
	Total %	100.0%	2.6%	2.1%	5.9%	10.9%	55.2%
MALE 18 - 34	Sample	2,172	80	66	146	197	1,297
	Weighted(000)	34,514	1,141	899	2,060	3,467	20,937
	Vertical %	14.8%	18.6%	18.5%	15.0%	13.7%	16.3%
	Horizontal %	100.0%	3.3%	2.6%	6.0%	10.0%	60.7%
	Index	100	125	125	102	92	110
	Total %	14.8%	0.5%	0.4%	0.9%	1.5%	9.0%
FEMALE 18 - 34	Sample	2,842	134	121	277	326	1,596
	Weighted(000)	34,104	1,731	1,281	3,280	3,906	19,415
	Vertical %	14.6%	28.2%	26.3%	23.9%	15.4%	15.1%
	Horizontal %	100.0%	5.1%	3.8%	9.6%	11.5%	56.9%
	Index	100	193	180	164	105	103
	Total %	14.6%	0.7%	0.5%	1.4%	1.7%	8.3%

(Table 9)

Floating Ads		Total	VERY OFTEN	OFTEN	SOMEWH AT OFTEN	NOT VERY OFTEN	NOT AT ALL
Total	Sample	24,073	114	117	241	1,028	15,569
	Weighted(000)	233,193	1,206	1,056	1,667	10,693	155,583
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	0.5%	0.5%	0.7%	4.6%	66.7%
	Index	100	100	100	100	100	100
	Total %	100.0%	0.5%	0.5%	0.7%	4.6%	66.7%
MALE 18 - 34	Sample	2,172	**21	**27	*43	111	1,498
	Weighted(000)	34,514	**308	**272	*309	1,731	24,456
	Vertical %	14.8%	**25.5%	**25.8%	*18.5%	16.2%	15.7%
	Horizontal %	100.0%	**0.9%	**0.8%	*0.9%	5.0%	70.9%
	Index	100	**172	**174	*125	109	106
	Total %	14.8%	**0.1%	**0.1%	*0.1%	0.7%	10.5%
FEMALE 18 - 34	Sample	2,842	*39	**26	*45	152	2,098
	Weighted(000)	34,104	*574	**369	*434	2,227	24,968
	Vertical %	14.6%	*47.6%	**34.9%	*26.0%	20.8%	16.0%
	Horizontal %	100.0%	*1.7%	**1.1%	*1.3%	6.5%	73.2%
	Index	100	*325	**239	*178	142	110
	Total %	14.6%	*0.2%	**0.2%	*0.2%	1.0%	10.7%

(Table 10)

pop-up or pop-under ads		Total	VERY OFTEN	OFTEN	SOMEWHAT OFTEN	NOT VERY OFTEN	NOT AT ALL
	Sample	24,073	159	132	286	1,026	15,594
	Weighted(000)	233,193	1,284	940	2,141	9,633	157,601
Total	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	0.6%	0.4%	0.9%	4.1%	67.6%
	Index	100	100	100	100	100	100
	Total %	100.0%	0.6%	0.4%	0.9%	4.1%	67.6%
	Sample	2,172	**25	**28	*38	112	1,507
	Weighted(000)	34,514	**189	**253	*446	1,368	25,221
MALE 18 - 34	Vertical %	14.8%	**14.7%	**26.9%	*20.8%	14.2%	16.0%
	Horizontal %	100.0%	**0.5%	**0.7%	*1.3%	4.0%	73.1%
	Index	100	**100	**181	*141	96	108
	Total %	14.8%	**0.1%	**0.1%	*0.2%	0.6%	10.8%
	Sample	2,842	*47	**28	71	133	2,101
	Weighted(000)	34,104	*646	**323	480	1,781	25,382
FEMALE 18 - 34	Vertical %	14.6%	*50.3%	**34.4%	22.4%	18.5%	16.1%
	Horizontal %	100.0%	*1.9%	**0.9%	1.4%	5.2%	74.4%
	Index	100	*344	**235	153	126	110
	Total %	14.6%	*0.3%	**0.1%	0.2%	0.8%	10.9%

(Table 11)

Sponsored website ads		Total	VERY OFTEN	OFTEN	SOMEWHAT OFTEN	NOT VERY OFTEN	NOT AT ALL
	Sample	24,073	259	413	1,242	2,136	13,221
	Weighted(000)	233,193	2,628	3,481	12,197	20,338	133,242
Total	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	1.1%	1.5%	5.2%	8.7%	57.1%
	Index	100	100	100	100	100	100
	Total %	100.0%	1.1%	1.5%	5.2%	8.7%	57.1%
	Sample	2,172	**30	*37	106	185	1,355
	Weighted(000)	34,514	**621	*279	1,857	2,630	22,127
MALE 18 - 34	Vertical %	14.8%	**23.6%	*8.0%	15.2%	12.9%	16.6%
	Horizontal %	100.0%	**1.8%	*0.8%	5.4%	7.6%	64.1%
	Index	100	**160	*54	103	87	112
	Total %	14.8%	**0.3%	*0.1%	0.8%	1.1%	9.5%
	Sample	2,842	*56	72	180	256	1,813
	Weighted(000)	34,104	*765	896	2,016	3,333	21,580
FEMALE 18 - 34	Vertical %	14.6%	*29.1%	25.7%	16.5%	16.4%	16.2%
	Horizontal %	100.0%	*2.2%	2.6%	5.9%	9.8%	63.3%
	Index	100	*199	176	113	112	111
	Total %	14.6%	*0.3%	0.4%	0.9%	1.4%	9.3%

(Table 12)

Web link		Total	VERY OFTEN	OFTEN	SOMEWHAT OFTEN	NOT VERY OFTEN	NOT AT ALL
Total	Sample	24,073	272	431	1,205	2,266	13,164
	Weighted(000)	233,193	2,718	4,346	11,696	22,262	131,990
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	1.2%	1.9%	5.0%	9.5%	56.6%
	Index	100	100	100	100	100	100
	Total %	100.0%	1.2%	1.9%	5.0%	9.5%	56.6%
MALE 18 - 34	Sample	2,172	*36	*53	115	197	1,327
	Weighted(000)	34,514	*367	*786	1,596	3,199	21,723
	Vertical %	14.8%	*13.5%	*18.1%	13.6%	14.4%	16.5%
	Horizontal %	100.0%	*1.1%	*2.3%	4.6%	9.3%	62.9%
	Index	100	*91	*122	92	97	111
	Total %	14.8%	*0.2%	*0.3%	0.7%	1.4%	9.3%
FEMALE 18 - 34	Sample	2,842	*53	76	198	272	1,791
	Weighted(000)	34,104	*716	792	2,379	3,457	21,472
	Vertical %	14.6%	*26.3%	18.2%	20.3%	15.5%	16.3%
	Horizontal %	100.0%	*2.1%	2.3%	7.0%	10.1%	63.0%
	Index	100	*180	125	139	106	111
	Total %	14.6%	*0.3%	0.3%	1.0%	1.5%	9.2%

(Table 13)

Home internet use		Total	YES	NO	DON'T KNOW/NO ANSWER
Total	Sample	24,073	16,946	4,808	2,319
	Weighted(000)	233,193	168,121	41,984	23,088
	Vertical %	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	72.1%	18.0%	9.9%
	Index	100	100	100	100
	Total %	100.0%	72.1%	18.0%	9.9%
MALE 18 - 34	Sample	2,172	1,664	336	172
	Weighted(000)	34,514	27,016	4,590	2,907
	Vertical %	14.8%	16.1%	10.9%	12.6%
	Horizontal %	100.0%	78.3%	13.3%	8.4%
	Index	100	109	74	85
	Total %	14.8%	11.6%	2.0%	1.2%
FEMALE 18 - 34	Sample	2,842	2,377	320	145
	Weighted(000)	34,104	28,112	3,765	2,228
	Vertical %	14.6%	16.7%	9.0%	9.6%
	Horizontal %	100.0%	82.4%	11.0%	6.5%
	Index	100	114	61	66
	Total %	14.6%	12.1%	1.6%	1.0%

(Table 14)

work internet use		Total	YES	NO	DON'T KNOW/NO ANSWER
Total	Sample	24,073	7,482	7,908	8,683
	Weighted(000)	233,193	81,042	71,596	80,555
	Vertical %	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	34.8%	30.7%	34.5%
	Index	100	100	100	100
	Total %	100.0%	34.8%	30.7%	34.5%
MALE 18 - 34	Sample	2,172	789	802	581
	Weighted(000)	34,514	14,062	10,872	9,580
	Vertical %	14.8%	17.4%	15.2%	11.9%
	Horizontal %	100.0%	40.7%	31.5%	27.8%
	Index	100	117	103	80
	Total %	14.8%	6.0%	4.7%	4.1%
FEMALE 18 - 34	Sample	2,842	1,026	977	839
	Weighted(000)	34,104	13,131	10,949	10,023
	Vertical %	14.6%	16.2%	15.3%	12.4%
	Horizontal %	100.0%	38.5%	32.1%	29.4%
	Index	100	111	105	85
	Total %	14.6%	5.6%	4.7%	4.3%

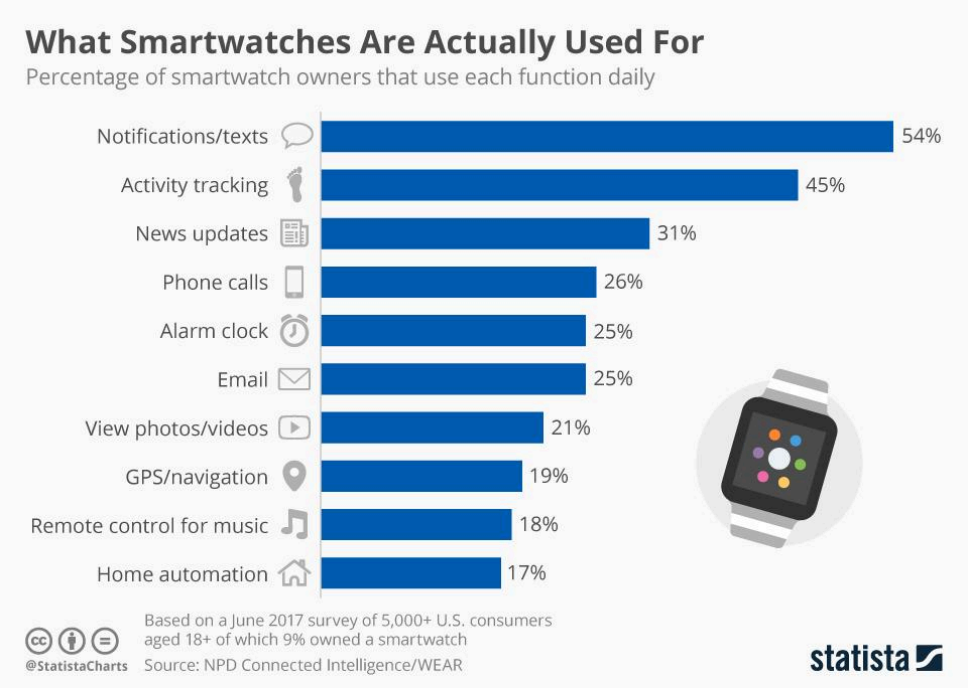
(Table 15)

visit soicial media		Total	YES
Total	Sample	24,073	12,262
	Weighted(000)	233,193	125,585
	Vertical %	100.0%	100.0%
	Horizontal %	100.0%	53.9%
	Index	100	100
	Total %	100.0%	53.9%
MALE 18 - 34	Sample	2,172	1,417
	Weighted(000)	34,514	23,367
	Vertical %	14.8%	18.6%
	Horizontal %	100.0%	67.7%
	Index	100	126
	Total %	14.8%	10.0%
FEMALE 18 - 34	Sample	2,842	2,221
	Weighted(000)	34,104	26,805
	Vertical %	14.6%	21.3%
	Horizontal %	100.0%	78.6%
	Index	100	146
	Total %	14.6%	11.5%

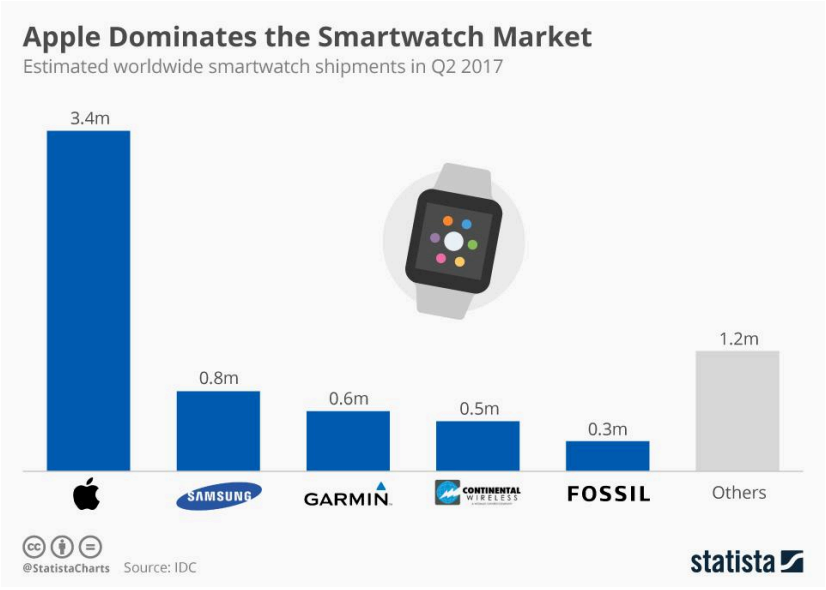
(Table 16)

		Total	RETAIL SHOPPING SEGMENTATION: JUST THE ESSENTIALS	RETAIL SHOPPING SEGMENTATION: STATUS STRIVERS	RETAIL SHOPPING SEGMENTATION: MALL MANIACS	RETAIL SHOPPING SEGMENTATION: UPSCALE CLICKS	RETAIL SHOPPING SEGMENTATION: VIRTUAL SHOPPERS	RETAIL SHOPPING SEGMENTATION: ORIGINAL TRADITIONALISTS
Total	Sample	24,073	3,536	4,380	3,089	3,862	6,457	2,749
	Weighted(000)	233,193	33,428	43,372	25,773	40,524	64,955	25,142
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	14.3%	18.6%	11.1%	17.4%	27.9%	10.8%
	Index	100	100	100	100	100	100	100
	Total %	100.0%	14.3%	18.6%	11.1%	17.4%	27.9%	10.8%
Male 18-34	Sample	2,172	254	219	323	316	973	87
	Weighted(000)	34,514	3,599	3,487	4,437	6,092	15,781	1,118
	Vertical %	14.8%	10.8%	8.0%	17.2%	15.0%	24.3%	4.4%
	Horizontal %	100.0%	10.4%	10.1%	12.9%	17.7%	45.7%	3.2%
	Index	100	73	54	116	102	164	30
	Total %	14.8%	1.5%	1.5%	1.9%	2.6%	6.8%	0.5%
Female 18-34	Sample	2,842	192	995	478	400	680	97
	Weighted(000)	34,104	1,933	13,318	5,109	4,911	7,755	1,079
	Vertical %	14.6%	5.8%	30.7%	19.8%	12.1%	11.9%	4.3%
	Horizontal %	100.0%	5.7%	39.0%	15.0%	14.4%	22.7%	3.2%
	Index	100	40	210	136	83	82	29
	Total %	14.6%	0.8%	5.7%	2.2%	2.1%	3.3%	0.5%

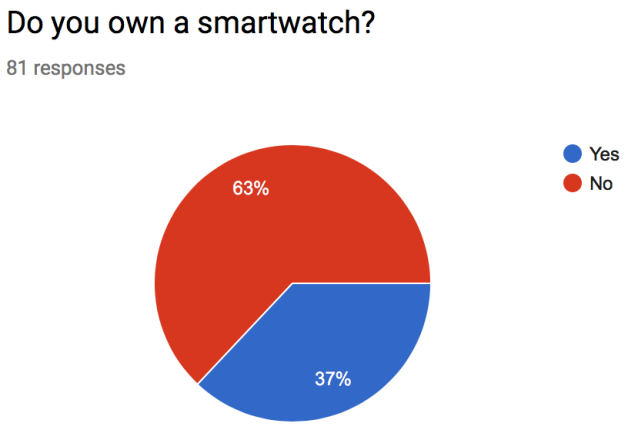
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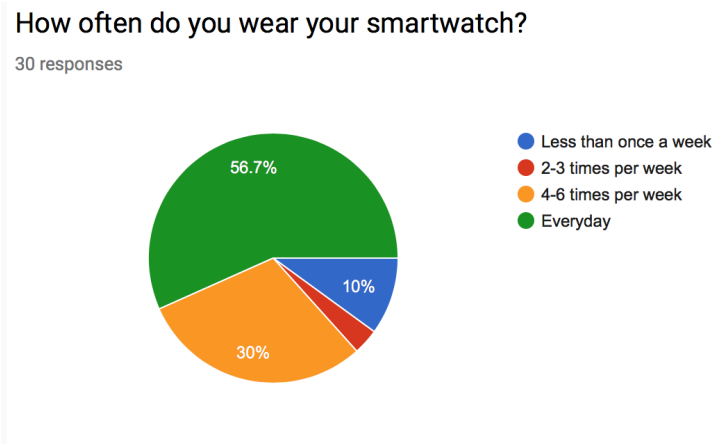
(Table 18)



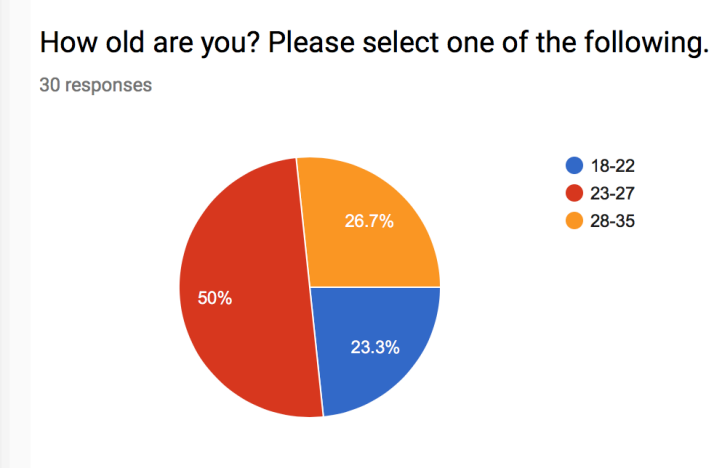
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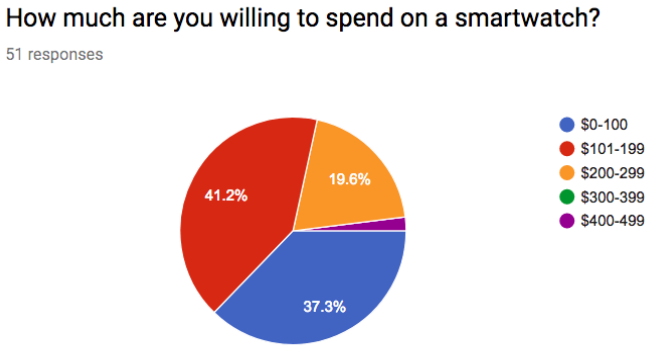
(Table 20)



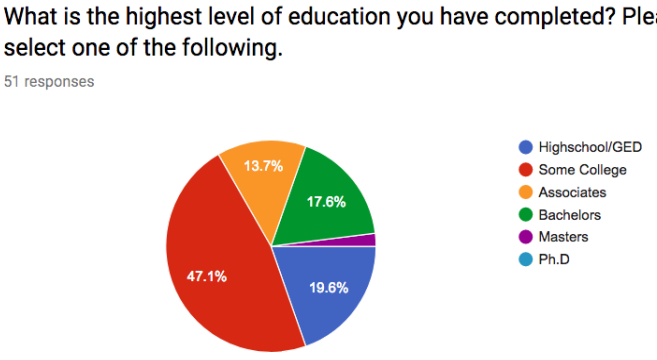
(Table 21)



(Table 22)



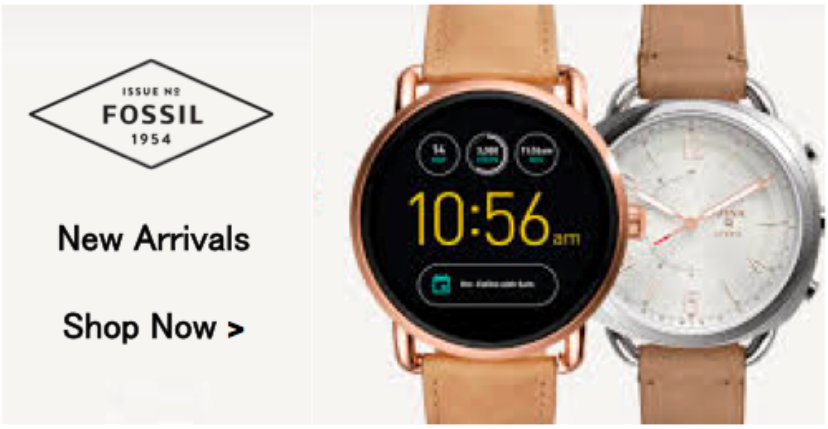
(Table 23)



Creative #1



Creative #2



Google AdWords #1



Google AdWords #2



Media Plan

Months	July	August	September	October	November	December	Total Cost
Paid							
Social Media							
Facebook	Start date: July 1st End date: September 1st X			Start date: October 1st End date: December 31X			$500,000
Web							
YouTube Video Ad	Start date: July 8th End date: Dec 31st X						$500,000
Google AdWords/Video Marketing	Start date: July 1st End date: September 1st X			Start date: October 1st End date: December 31st X			$323,000
Television							
Television	Start date: July 1st End date: July 7th X						$2,000,000
Hulu Video Marketing	Start date: July 8th End date: December 31st X						$636,800
Alternative Marketing							
Pop-Up Shops	Start date: July 17th End data: July 21th X						$40,200
Owned							
Website- Fossil.com							
Banner Ads	X						$0
Production Costs							1,000,000
Total							**5,000,000**