

Product

The product that will be advertised is **Trident** chewing gum.

Target

The proposed target for **Trident** chewing gum includes females, aged 12-49, with a household income of \$50M+.

Reach

To deliver a 25% weekly reach of the target during the campaign period.

Reach is important for this campaign to ensure that the target is exposed to the advertisement at least once. Reach is also important because **Trident** is currently expanding “**Trident Unwrapped**,” individual pieces of unwrapped gum packaged to reduce waste. With this being an innovation to **Trident’s** product lines – reach is necessary in order to inform the target of this new product.

Frequency

To obtain an average weekly frequency level of 6 against the target group during the campaign.

Frequency is important for this campaign because chewing gum has short usage cycles. Ensuring **Trident** is the top-of-mind choice with high frequency levels amongst the target will increase sales. Frequency will also increase loyalty levels, which are low due to the fact **Trident** users tend to buy out of impulse – as stated in the media brief.

Measurement

With an estimated reach of 25% and frequency level of 6, the estimated weekly GRPs for this campaign are 150.

Seasonality

Chewing Gum Consumption Canada												
Month	J	F	M	A	M	J	J	A	S	O	N	D
Sales %	9	5	5	5	5	5	5	5	13	15	13	15
Plan %	0	0	0	0	0	0	0	0	0	35	30	35

Chewing gum sales peak during the months of October, November, and December – which are listed as priorities in the media brief, due to Halloween and Christmas. By spending 35% of media dollars in both October and December, **Trident** will be able to capture sales from the influx of consumers who shop during Halloween and Christmas. By

spending the remaining 30% of media dollars in the month of November, **Trident** will be able to ensure the brand is the top-of-mind choice for those buying chewing gum during the holiday months.

Scheduling Strategy

For this campaign, pursuing a massed scheduling strategy would be the most advantageous option for **Trident**. The majority of chewing gum sales take place in October, November, and December – corresponding with Halloween and Christmas, as stated in the media brief. Placing advertising during these specific periods will ensure high levels of frequency among the proposed target, resulting in sales.

Geography

Chewing Gum							
Region	CDN POP %	Category Users %	Trident Users %	CDI	BDI	BOI	Planned Spend %
Atlantic	6.8	6.4	6.9	94	101	93	3.0
Quebec	23.2	22.6	17.7	97	76	128	35.0
Ontario	38.8	41.9	42.2	108	109	99	25.0
Praries	17.7	16.1	21.3	91	118	77	7.0
BC	13.5	13.4	11.9	97	90	108	30.0

Source: PMB 2014 Spring 2-Year Readership and Product Database. PMB 2015 Spring 2-year Database.

The top two regional priorities are listed as Quebec and British Columbia in the media brief. Quebec has an opportunity index of 128 and British Columbia has an opportunity index of 108 – in order to maximize advertising dollars and reach/frequency levels these markets should be prioritized. Quebec has a brand development index of 76, and British Columbia has a BDI of 90, providing an opportunity for **Trident** to increase trial in these regions. With 42.2% of **Trident** users residing in Ontario and 21.3% in the Praries, these regions present minimal opportunity to **Trident** as they also have high brand development indices (Ontario – 109, Praries – 118), indicating that the product is already doing well in these markets.

Priorities

1.	Frequency
2.	Scheduling Strategy
3.	Reach
4.	Geography
5.	Seasonality

Frequency and scheduling strategy take precedence over other objectives. Many **Trident** users buy **Trident** as an impulse purchase, indicating low levels of loyalty. With a high frequency level, **Trident** will capture the attention of the target and ensure that **Trident** is the top-of-mind choice amongst the proposed target. A massed scheduling strategy was chosen as a priority because sales peak during the months of October, November and December due to Halloween and Christmas, as mentioned in the media brief. By pursuing a massed scheduling strategy and placing advertising during these specific periods, high levels of frequency among the proposed target will result in sales.

Media Rationale

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

- Television has the ability to advertise during specific periods of time. A 'massed' scheduling strategy allows for advertising during specific periods of time. By choosing a massed scheduling strategy, heavy chewing gum demand between Halloween in October and Christmas in December will be satisfied.
- Television spots can be purchased regionally. By increasing weight levels – or only advertising in Quebec and British Columbia, the regional priorities in the brief will be satisfied.
- Television spots can be purchased during specific months. The top three seasonal priorities listed in the media brief are October, November, and December. Advertising on Television during these months will satisfy the seasonal priorities during the busy holiday season.
- 62.5% of the target watches Television 5 times a week, this will allow the advertisement to be viewed by the target numerous times throughout the week – satisfying the frequency objective of 6.
- 5 Gum, a major competitor – has a 49.6% share of voice in Television and spent 39.1% of their advertising dollars in this media. By advertising on Television, **Trident** can ensure that the competitor is not dominating the media.
- Television has the ability to create exciting, digital visuals. **Trident** has been developing new flavours in an attempt to grab attention – as stated in the media brief, advertising on television provides an opportunity to create visuals to describe new, exciting flavours.
- Television has the ability to reach a large number of people. 68.5% of the target have watched Television the previous day, which will increase their exposure to the advertisement – ensuring they view it at least once. This will help to satisfy the 25% weekly reach.
- Television advertising presents opportunity for target segmentation, offering specialty networks, channels, and shows. Television shows with food content such as dieting or cooking are relevant to **Trident**. Advertising on such shows would expose the message to those interested in chewing gum.

Magazine is also recommended as a medium for this plan because:

- Magazine allows targeting based on seasonality by offering monthly, or seasonal issues. The top three regional priorities for **Trident** are October November, and December – as stated in the media brief. By advertising in a magazine that offers monthly issues, the client's seasonal priorities will be satisfied.
- Magazine provides the ability to reach the target regionally with split runs and regional editions. **Trident's** regional priorities include Quebec and British Columbia – advertising in magazines that offer regional editions will ensure only members of the target are exposed to the message, maximizing advertising dollars.
- Magazines allow for niche targeting of consumers. Magazines featuring editorial content relating to food, dieting, and cooking attract consumers who may be interested in chewing gum. Placing ads in magazines featuring editorial content relating to food will allow **Trident** to benefit from further target segmentation.
- 54% of the target are medium to heavy magazine readers (at least 6.3 issues a month) which will allow the ad to be viewed several times – satisfying the weekly reach of 25% of the target.
- 5 Gum has a 59.6% share of voice in magazine and spent 23.6% of their budget in magazine. By advertising in magazine, the competitor cannot dominate the media.
- The target is 26% more likely to be medium to heavy magazine users. Advertising in magazines would increase the target's exposure to the ad and satisfy the weekly frequency level of 6.
- Magazines allow for detailed copy. With **Trident** introducing new products such as "**Trident Unwrapped**" advertising in a medium that allows detailed description of product features is necessary. Advertising in magazines will allow **Trident** to capture consumer attention with explanatory copy.
- **Trident** is currently working on creating new exciting flavours. Magazines allow for bright, creative visuals to display new packaging and flavours. By advertising in magazines the client will be able to capture the target's attention with attractive visuals.