



SLIM CHICKENS®

MEDIA PLAN 2018

ALEX STETTER

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I. INFLUENCING CONDITIONS

The following section details aspects within the market that will impact development of the media plan.

ASSIGNMENT STATEMENT:

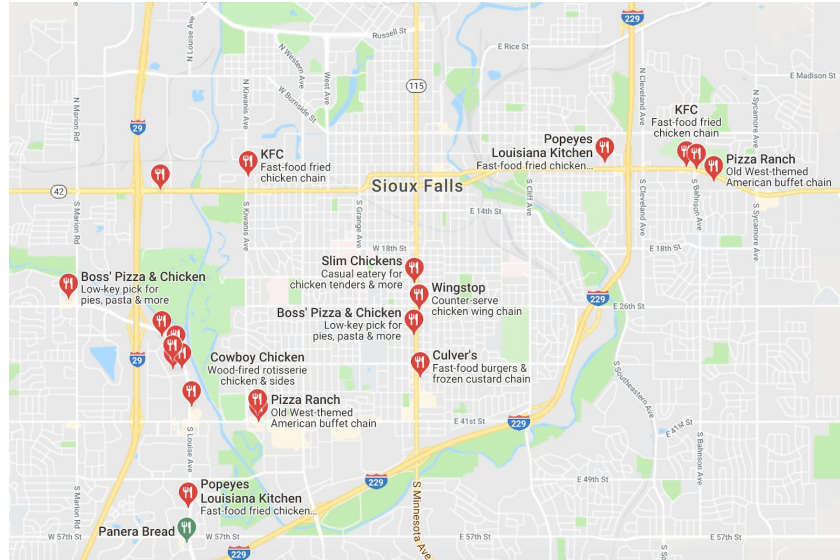
The purpose of this assignment was to develop a media plan for the opening of the new Slim Chickens restaurant in Sioux Falls that encourages moms and shoppers ages 18 to 49 in and around Sioux Falls to visit Slim Chickens and purchase a meal. With an overall budget of \$75,000, \$25,000 is allocated to moms and shoppers to promote and advertise the new Slim Chickens restaurant in Sioux Falls, South Dakota.

A. BRAND

Slim Chickens has a goal to bring that southern hospitality to a quick and relaxing setting. The Slim Chickens restaurant offers freshly grilled or fried chicken served in various ways. They serve fresh handmade food for the people of the community to enjoy. Slim Chickens realized there was a niche for a quick quality meal in the market. Starting from their garage with a nonstop testing and hard focus they opened their first restaurant in Fayetteville, Arkansas in 2003.

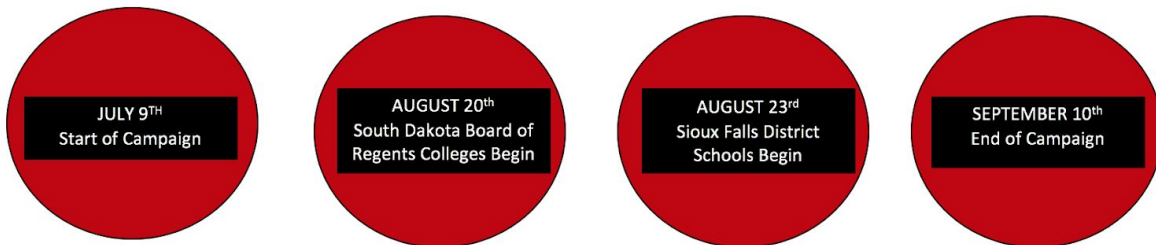
B. COMPETITION

The following restaurants are Slim Chickens' current competition in the Sioux Falls area. The Keg Chicken, Boss' Pizza & Chicken, Popeyes Louisiana Kitchen, Cowboy Chicken and KFC to name a few chicken restaurants.



C. TIMING

The plan starts the 9th of July and will run until September 10th. This 10-week time period is ideal to attract moms and shoppers together with the main focus in mid-August because of back to school shopping. The following is important for the calendar:



D. BUDGET

The budget for our target audience is \$25,000.

E: TARGET MARKET

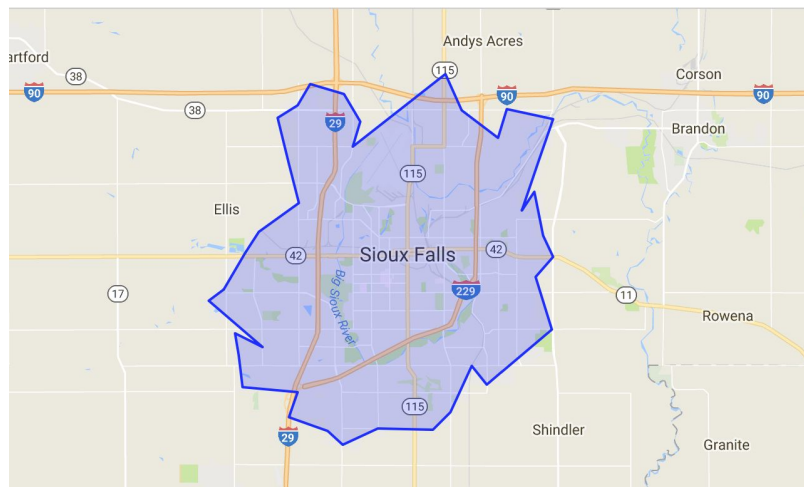
Two target markets that will bring a lot of revenue to Slim Chickens are moms and shoppers. Moms will be a heavy influence in helping Slim Chickens. They are constantly on-the-go, whether that is driving to and from work or running their kids around to school and different activities. Millennial moms, who are on

the rise, will heavily impact the sales. Ninety five percent of all U.S. mothers are internet users, spending about 3 and a half hours per day online. With millennial mothers, this number is a little bit higher. Nine in ten mothers have smartphones which makes it essential to recognize opportunities to reach them through their devices.

Shoppers are another key segment because they are looking to purchase items. Moms and millennials make up a huge part of online and physical shopping. Apple users spend more on average than Windows or pc users in terms of online shopping. Mobile shopping is the fastest growing segment in e commerce and is worth \$3.2 trillion in 2017. We will use this information to develop a plan to advertise to our online shoppers. Generation Z shoppers prefer to go to the mall with family and friends, and they view shopping with friends as a social activity.

F. GEOGRAPHY

Sioux Falls is the main geographical focus for this plan. Below are the prime locations that will bring a lot of awareness and impressions:



I. EMPIRE MALL

The Empire Mall will be a large focus of our campaign for they generate over 7 million visitors yearly. The billboard outside the mall will target shoppers directly during key times.

II. GREAT PLAINS ZOO

The Great Plains Zoo offers great opportunities to attract moms, dads, and their children. The zoo is an entertaining and educational place for field trips from schools, birthday parties and events within the

community. With over 272,000 visitors per year, the Great Plains Zoo is an easy place to target a large amount of people all at once.

G. MARKET PROFILE

Sioux Falls Population: 174,360

Media Platforms Available

There are many media platforms that are available to use in the Sioux Falls area.

- Television
 - KELO, KDLT, KSFY, Midco
- Radio
 - Midwest Communications, Results Radio
- Online Digital Display/Mobile
 - KELOLAND, Argus Leader, Google AdWords
- Social Media
 - Facebook, Instagram, App
- Out of home
 - Billboards throughout Sioux Falls
- Guerrilla marketing
 - Coupons featured on the back of Great Plains Zoo tickets
 - Promotional coupons handed out at the mall during back to school shopping

Place-Based Media Opportunities

Advertising in high-traffic places that engage our target audience will allow Slim Chickens to get involved in their daily activities to help spread awareness to visit the restaurant. Place-based opportunities also engage a dynamic audience all at once.

- Empire Mall
- Great Plains Zoo
- Falls Park
- Butterfly House & Museum
- High schools
- Colleges & Universities

II. PROMOTIONS

The most popular times to go shopping are 4-6 on the evenings and during the weekends. Utilizing this information, handing out promotional coupons during these times the week before school starts would be fundamental to reaching back to school shoppers.

The Great Plains Zoo is an interactive factor of our campaign with two different promotional items. Printing coupons on the back of tickets would be a great way to generate awareness to moms and families. The zoo generates a lot of traffic during the warmer months due to birthday parties, field trips and fundraisers. The coupon would cost \$0.10 each to print on the back of a ticket with the estimation of 27,500 tickets from the start of the campaign to the end with the total of \$2,750 of the budget. Another promotional item is sponsoring the giraffe feeding event during our July-September with a budget of \$1,500.

III. MEDIA OBJECTIVES

TARGET AUDIENCE

Reach moms and shoppers ages 18-49 within the Sioux Falls area.

GEOGRAPHICAL COVERAGE

Provide diverse and local coverage within the metro area of Sioux Falls.

IV. MEDIA STRATEGY

A. OVERVIEW

This media plan starts during mid July and ends in the beginning of September. It will include outdoor, radio, tv, digital, Facebook campaigns, guerilla marketing, creative, and promotional. Staying within our \$25,000 budget, the majority of our budget is going to radio and printing coupons for family meals on the zoo tickets with nearly the same budget for both. Radio will be a dominant factor of our campaign to reach the audience in the car, traveling to and from work and events with the final destination ideally to be Slim Chickens.

	JULY	AUGUST	SEPTEMBER	Total
TELEVISION SCHEDULE	9 16 23	30 6 13 20	27 3 10	
Weeks scheduled	X - X	X - X X	X - X	10 weeks
Total GRPs	24.6	36.9	24.6	92
Stations used	KDLT, KSFY	KDLT, KSFY	KDLT, KSFY	
Dayparts	Morning/Evening/Night			
# of spots	18	27	18	63
Gross impositions	182,000	274,000	182,000	638,000
Total Cost	\$1,640	\$2,460	\$1,640	\$5,740
Total CPM	\$8.90	\$8.90	\$8.90	\$8.90
RADIO SCHEDULE	X - -	X - X X	- X -	
Flights	2	1	1	5 weeks
Stations	2	2	2	
Formats	Country/Hits	Country/Hits	Country/Hits	
Dayparts	Morning/4-6	Morning/4-6	Morning/4-6	
Average Rating (Metro)	2.2	2.2	2.2	
Units by Week/Total	30ea/60 total	35 ea/70 total	15 ea/30 total	80 ea/160 total
Total GRPs	66	154	66	352
Total Cost	\$3,180	\$3,710	\$1,590	\$8,480
OUT OF HOME	JULY	AUGUST	SEPTEMBER	Total
Months advertising	1	1	1	
Type of Unit	Digital	Digital	Digital	
# of boards	2	2	2	
Delivery	150,324 per week	150,324 per week	150,324 per week	
Monthly Cost	\$1,500	\$1,500	\$1,500	\$4,500

DIGITAL				Total
Type of Unit	ofencing Google Display Ad			
CPM	3,750	3,750	3,750	
Audience	Women & Shoppers			
Total Cost	\$15 per day	\$15 per day	\$15 per day	\$1,050
FACEBOOK ADVERTISEMENT				Total
Type of Unit	Display Ads	Display Ads	Display Ads	
CPM	2,500	2,500	2,500	
Audience	Women & Shoppers			
Total Cost	\$10 per day	\$10 per day	\$10 per day	\$700
ZOO PROMOTIONS				Total
Type of Unit	Ticket Coupons	.10 per ticket		
		27,500 tickets		
			\$2,750	
	Exhibit Sponsoring	Giraffe Feeding	\$1,500	
				\$4,250
MALL PROMOTIONS				Total
Type of Unit		Coupons		
				\$280
		TOTAL:		\$25,000

SCHEDULING

The schedule is recommended from July-September with the main focus of being back-to-school shopping at the Empire Mall. This is ideal to target both audiences during an impactful time. The Sioux Falls school district starts classes on August 23rd with most surrounding universities starting 3 days earlier on Monday, August 20th. Radio and television advertisements will be dominant during these weeks for shoppers and moms alike traveling to the mall for back-to-school shopping.

B. OUT OF HOME

We are recommending buying the 12 x 22 digital billboard by the Empire Mall on 41st Street. The billboard being outside the mall directly targets shoppers going to and from the mall but also residents and visitors, especially with a large amount of activities occurring during the summer months. The board will run for July, August and September to increase awareness and draw in customers with over 150,000 impressions per week. This will result in \$750 per month and \$2,250 overall. With all the traffic at the Great Plains Zoo, we are also recommending buying another 12 x 22 billboard by the zoo. Again, this will result in \$750 per month and \$2,250 overall with over 145,000 impressions.

Empire Mall Billboard:



- 30,400 views daily
- 851,200 views/flight
- 11,065,600 views annually

Empire Mall-41st Street

- By Men's Warehouse
- Digital 12 x 22
- East-Facing Billboard

- 1 Flight = \$1,800 per flight
- 3 Flights = \$1,500 per flight
- 6 Flights = \$1,250
- 13 Flights = \$955 per flight

Great Plains Zoo Billboard:

East 10th St-Sneve Ave.

- Near Great Plains Zoo
- Digital 12 x 22
- West-Facing Billboard

- 26,900 views daily
- 753,200 views/flight
- 9,791,600 views annually

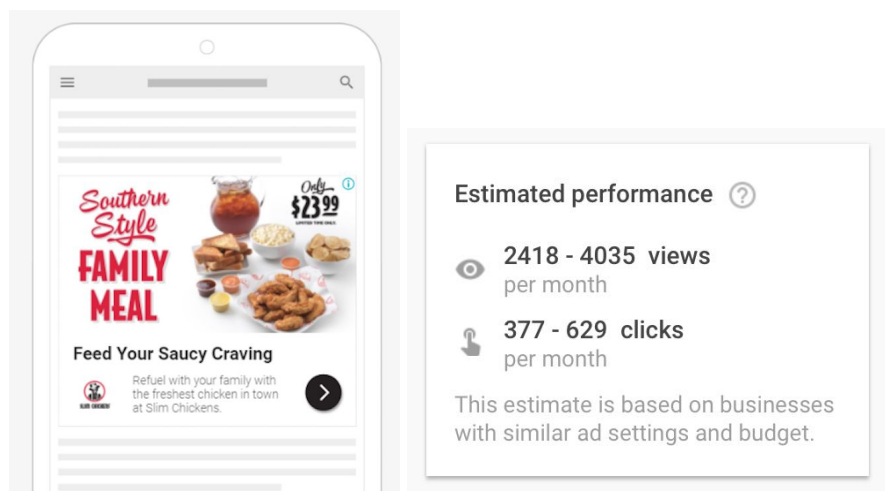
- 1 Flight = \$1,800 per flight
- 3 Flights = \$1,500 per flight
- 6 Flights = \$1,250
- 13 Flights = \$955 per flight

E. DIGITAL ADVERTISEMENTS/MOBILE

We will do a geofencing campaign around the Sioux Falls area and primarily around the mall and the zoo. The campaign will consist of Facebook advertisements and Google display advertisement. We will use this to target moms and shoppers since they have their mobile devices with them all the time.

Facebook advertisements are simple and an easy way to target your audience. Brand awareness will be the campaign objective. We will use the carousel pre-set for the advertisements to feature advertisements about coupons or delicious pictures of family meals. With a budget of \$10 a day and \$4 CPM, we will get 2,500 impressions per day and 175,000 impressions overall. This media strength will be ongoing for the whole 10 weeks of the campaign resulting in an overall spend level of \$700.

Display advertisements are a great way to spread awareness and catch the viewer's eye. The estimated performance rate with the budget of \$15 a day and a CPM of \$4 for 70 days. This will equal 3,750 impressions per day and 262,500 total impressions. These estimations are based on businesses with similar advertising settings and budget in Google AdWords. By pairing with Google AdWords, you are opening up the portal to be advertised on over 2 million of their partner sites including Amazon.com and the New York Times.



F. RADIO

Radio is a low cost and ideal way to target both our moms and shoppers. Radio is an effective way to reach both of these targets since they are constantly on-the-go. These 30 seconds at specific dayparts that will catch their attention while they are headed to their destination. The morning drive from 6-10 am will communicate with moms and shoppers alike as they are traveling in their vehicles as they start out their day. The 4-6 pm spot was more expensive but represents the most popular time for shoppers and moms communicating home from work or their kids' afternoon practices. July supports sports teams as they near the end of their season. August advertising is scheduled during the weeks as school begins to head back into session and the weeks following. The two weeks that are planned in September are to keep

high awareness as everyone begins to get situated with their normal routines with school, work, and other activities.

The table below is a weekly radio schedule for the two top radio stations in Sioux Falls:

Station and Daypart	Average Rating	Cost Per Unit	# of units (spots) by week										Three-Month Totals		
			9-Jul	16-Jul	23-Jul	30-Aug	6-Aug	13-Aug	20-Aug	27-Aug	3-Sep	10-Sep			
			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Spots	GRPs	Cost
KTWB-FM Big Country 6 am-10 am	2.2	\$62.00	15	0	0	15	0	20	0	0	15	0	80	176	\$4,960
KKLS-FM Today's Hottest Hits 2 Hour	2.2	\$44.00	15	0	0	15	0	20		0	15	0	65	176	\$2,860
Totals			30	0	0	30	0	40	30	0	30	0	160	352	\$8,480

The table below is a monthly radio schedule for the campaign.

Radio	July	August	September	Total
	2 9 16 23 30	6 13 20 27	3 10 17 24	
Flights	- - X - X	- X X -	X - - -	5 Weeks
Stations	2	2	2	6
Formats	Country/Hits	Country/Hits	Country/Hits	
Dayparts	Morning/4-6	Morning/4-6	Morning/4-6	
Average Rating	2.2	2.2	2.2	
Units by Week/Total	30ea/60 total	35 ea/70 total	15 ea/30 total	80 ea/160 total
Total GRPs	66	154	66	352
Total Cost	\$3,180	\$3,710	\$1,590	\$8,480

G. TELEVISION

Our weekly schedule includes the TODAY Show from 7-9 am on KDLT targeting those watching the morning news. Also included is the KSFY News at 5, 6 and 10 pm. These dayparts will target the audience members getting home and deciding what to eat for the evening and planning out tomorrow.

Broadcast Television

We are recommending two cable networks for advertising: Today Show on KDLT and KSFY evening and nightly news. These networks chosen are host popular news networks that attract the target audiences at various times of the day throughout a 7 week time period.

The Following is the television schedule we have planned for July-September. We are advertising seven weeks during this three month period. July supports seasonal sports teams as their seasons come to an end. August advertising is scheduled during the weeks leading up to back to school shopping and the weeks afterwards. The two weeks are planned in September to keep awareness levels high as school begins and schedules start to get hectic with the school year starting.

Monthly Television Schedule:

	JULY	AUGUST	SEPTEMBER	Total
TELEVISION SCHEDULE	25 2 9 16 23	30 6 13 20	27 3 10 17 24	
Weeks scheduled	- - X - X	X - - X X	X - X - -	7 weeks
Total GRPs	24.6	36.9	24.6	74.2
Stations used	KDLT, KSFY	KDLT, KSFY	KDLT, KSFY	
Dayparts	Morning/Evening/Night			
# of spots	16	24	16	56
Gross impositions	182,000	274,000	182,000	515
Total Cost	\$1,640	\$2,460	\$1,640	\$5,740
Total CPM	\$8.96	\$8.96	\$8.96	\$8.96

Weekly Television Schedule:

Weekly Schedule								
Program	P18-49 Rating	*P18-49 PUT (Average Audience)	Cost per Spot (unit)	# of Spots	Total GRPs	Gross Impressions	Total Cost	CPM
KDLT TODAY Show 7-9 am	1.5	1.9	\$50	3	5.7	21	\$150.00	\$26.31
KSFY News @ 5 pm	1.2	7.4	\$75	2	2.4	15	\$150.00	\$56.25
KSFY News @ 6 pm	1	12.5	\$100	2	2	23	\$200.00	\$54.35
KSFY News @ 10 pm	1.7	18.5	\$160	2	3.4	36	\$320.00	\$68.52
Weekly Schedule				9	13.5	95	\$820.00	
# of weeks in the flight						-	0	7
Schedule	NA	NA	NA	9	13.5	94.6	\$820.00	

H. GUERILLA MARKETING

We will hand out coupons at the entrance of the Empire Mall is a great way to get some friendly interaction with moms and shoppers as they begin to shop or as they are leaving the mall. We are able to talk about Slim Chickens while handing out these coupons which can help generate more interest. 4-6 pm is the most ideal time for shopping and the weekends so handing out flyers then would be beneficial.

We will also placing a coupon on the back of the Great Plains Zoo ticket will help generate awareness and interest. After a long day at the zoo they can end it by grabbing a bite to eat at Slim Chickens. With the price of \$0.10 to print a coupon on the back of a ticket, the price of 27, 500 tickets over the course of our 10 week campaign will result in \$2,750. Another promotional item is sponsoring the giraffe feeding event at the Great Plains Zoo during our July-September with a budget of \$1,500.

Sources

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