

Dentyne

ice

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I. Executive Summary

- Marketing Objective:
 - o Dentyne Ice's marketing objective is to increase market share from 9 percent to 10 percent. We can reach this objective by increasing our frequency which will result in higher brand awareness.

- Media Budget:
 - o We decided to increase the budget from Dentyne Ice's current \$6 million budget to \$10,250,000. We made this decision because we feel it is necessary in order to meet our marketing objective. The \$4 million budget increase will help us obtain the 1 percent market share increase.
 - o With our limited budget we face budget constraints. We were forced to eliminate outdoor advertisements and are limited for integrated advertisements. This causes us to lag behind our competitors, Wrigley's Extra, Wrigley's Orbit and Trident.

- Target Audience:
 - o We have decided to focus on males and females ages 18-44 as our primary audience because we believe they are most likely to purchase Dentyne Ice. The Choices 3 indexes will reveal that our primary target audience watches Cable television and reads magazines. The indexes also reveal our primary target audience is more settled in the West and South regions of the United States. We allocated our media advertising budget accordingly. Our secondary audience's age group is 45-54 primarily located in the Midwest. Although our target audiences are heavier in specific locations, we will not neglect the other regions of the United States.

- Scheduling:
 - o We chose to use a pulsing schedule to take advantage of the opportunistic months. For example, in the month of December, the holiday season brings a plethora of entertainment mediums. This gives us the opportunity to increase our frequency among these heavily used mediums. As for the month of July, entertainment mediums are used less. Therefore, we will not pulse heavily in this month.
 - o This is also the most cost efficient method for Dentyne Ice because it is a year-round product.
 - o By seasonally allocating our budget we divided our months into six seasons (Seasons A-F). In doing so, we were able to allocate our budget according to our pulsing strategy. Some seasons were weighted more than others due to opportunistic time they presented.
 - o By allocating our budget to all regions in the United States we were able to reach our national audience. Due to index analysis we were able to weigh some regions (South, West) more than others (Midwest, Northeast).

- Frequency of advertisements:
 - o Dentyne Ice is in the mature stage of the product life cycle. This means we want to increase our frequency among our target audience. Since we are an established brand, increasing our reach will not be our main objective.

- Media Mix:
 - o We chose to change Dentyne Ice's current media mix that excluded magazines and did not have a big focus on cable television. We decided to make these two mediums our primary media selections and exclude Syndicated and Spot Television due to our quintile analysis.

- Dentyne Ice's SWOT Analysis:
 - o Strengths: conveniently sized packaging, variety of flavors, inexpensive and ADA approved.
 - o Weaknesses: Lack of packaging differentiation between flavors, does not advertise that gum is ADA approved and Dentyne Ice sells less gum per package than its primary competitors.
 - o Opportunity: Dentyne Ice campaign "Make Face Time" sets up the opportunity for Dentyne Ice to sponsor face-to-face interactions.
 - o Threat: Economic recession could increase the price of gum causing a decrease in the demand for gum.

- Media Selection and Rationale:
 - o Television: We chose Cable and Network Television due to its high quintile analysis. We also chose these two mediums to increase our overall reach.
 - o Magazines: We chose Magazines because of its high quintile analysis. We chose this medium to increase frequency.
 - o Internet: We chose Internet to sponsor social interactions and promote brand awareness.



II. Situation Analysis

Market Size and Share

Top Gum Brands (Sugarless)
(Figure 1)

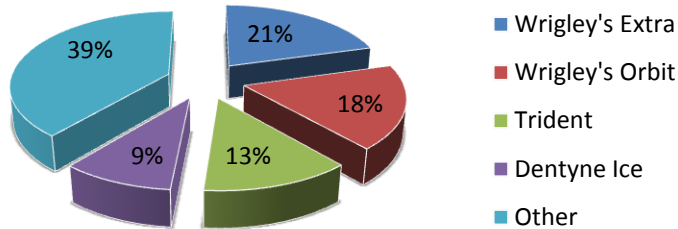


Figure 1

- As you can see in Figure 1, the top gum brands have been broken down into the top 5 most popular gum brands. The percentages represent the usage of each brand. Wrigley's Extra and Wrigley's Orbit occupy about 39 percent of the top sugarless gum brands market share in America. Out of the top sugarless gum brands Dentyne Ice is the lowest occupying only 9 percent of the markets share. Trident, from the same parent company as Dentyne Ice, holds a larger market share than Dentyne Ice with 13 percent. The "other" category holds 39 percent of the total market share. The "other" category consists of all other sugarless gum brands sold in the United States.

Top Gum Makers (Sugarless)
(Figure 2)

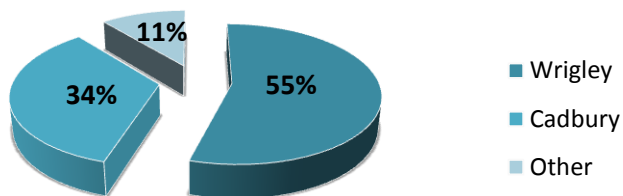
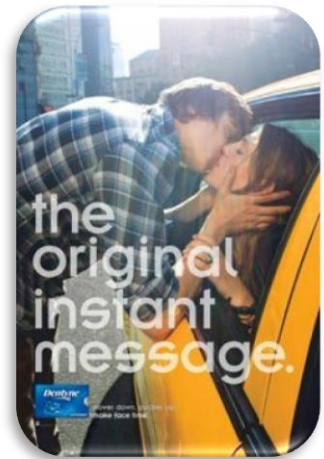


Figure 2

- In Figure 2, the major gum corporations' market shares are shown. Each percentage represents each individual corporation's product usage. Dentyne Ice's parent company Cadbury holds only 34 percent of the market share. Cadbury's primary competitor, Wrigley, holds over half of the market share with 55 percent.

Advertising Usage

Throughout an evolution of phrase changes, Dentyne Ice has continued to use its catchy slogans to boost brand recognition. From “brushes your breath” to “Nothing’s Colder Than Ice,” they continued to use generic phrases in print and television to capture their targeted audiences. Wanting to change their brand image from “just gum” to something more personal, Dentyne Ice launched their new campaign “Make Face Time.” Trying to keep up with the fast growing digital age, Dentyne Ice added the Internet as a new medium for audience exposure.



Competitors Analysis

Primary Competitors: (Wrigley's Extra, Wrigley's Orbit, Trident)

Wrigley's Extra

See Figure 1 for market share. Wrigley's Extra's market share is 21 percent. This means that Wrigley's Extra is the top sugarless gum brand in the United States, making it one of Dentyne Ice's primary competitors.



Wrigley's Extra was created in 1984 as the first “taste sustaining, sugar-free” brand of gum. Their first flavors were Spearmint and Peppermint. In 2008 they continued to surprise customers with original and new flavors. They introduced Extra Fruit Sensations. After launching Fruit Sensations, Wrigley's decided to reinvent their packaging for gum and put their gum into the new “slim pack.”

The cost of Wrigley's Extra is \$1.29 for a single pack of gum. Their methods of selling are they coordinate the colors of packaging with the flavor of the gum. Like Dentyne Ice, Wrigley's Extra is located on shelves in various locations and stores where gum is sold. The campaign that Extra has been running is the “Chew Euphoria,” which was launched through commercial and print media. Their new campaign “Get Extra Close,” promotes a gum that eliminates embarrassing bad breath.

Wrigley's Orbit



See Figure 1 for Market Share. Wrigley's Orbit's market share is 18 percent. This means that Wrigley's Orbit is one of the top sugarless gum brands in the United States, making it one of Dentyne Ice's primary competitors.

Wrigley's Orbit was created in 1944 in an effort to support World War II troops. In 1946 Orbit was discontinued then in 2001 it resurfaced in the United States. Orbit continued to launch different flavors each year. Now Orbit consists of 15 original and unique flavors all promoting a "Just brushed clean feeling."

Orbit costs \$1.29 for a single pack of gum and \$3.19 for a three pack of gum. Their methods of selling are they match the colors of their packaging to coordinate with the flavors of the gum. Orbit also offers a variety of sizes, such as the Big-E Pak, to accommodate consumer's purchasing needs. Like Dentyne Ice, Wrigley's Orbit is located on shelves in various locations and stores where gum is sold. Through print, television and celebrity endorsements Orbit also promoted the "Good, Clean Feeling" campaign. Orbit's focus is to make their consumers feel cleansed while leaving a memorable taste in their mouth.

Trident



See Figure 1 for Market Share. Trident holds 13 percent of the top sugarless gum brands' market share. Trident was first introduced in 1960 as the first brand of sugar-free gum. It was developed by the American Chicle Company in response to the recent discovery that sugar causes cavities. The gum contains three enzymes that help prevent excessive tooth tartar; Trident is named after these enzymes.

Trident's single pack is priced at \$1.29. Each box is color coded and stamped with an image to promote each flavor, for instance, Trident's cherry flavor comes in red packaging with an image of a cherry on it. Trident has always concentrated on the theme of healthier teeth. In 1964, Trident's slogan was "The Great Taste That is Good for Your Teeth". A few years later, Trident promoted their new slogan "4 out of 5 Dentists surveyed would recommend sugarless gum to their patients who chew gum". Today the message and the slogan are the same as they were 40 years ago, making Trident's public image very recognizable. Trident ads can be seen on TV, in print, or on the Internet. Trident continues to improve its gum's taste and oral health benefits today, making it no surprise that they are one of the elite gum brands in the world.

Secondary Competitors (Ice Breakers, Altoids, Tic TAC)

Being that Dentyne Ice is a gum we chose breath mints as our secondary competitors. Breath mints and gum both refresh your breath but breath mints have temporary value and dissolve quickly.

Ice Breakers



Ice Breakers is a product that is produced by Hershey's. In 1999, Ice Breaker's flavored crystal mints came into stores in a round container. After the introduction of the Ice Breakers mints they decided to explore the realms of fruity mint flavors.

They cost \$1.99 and have six refreshing flavors and seven sour mint flavors. Their methods of selling are their round tin pack that is labeled "share" and "not to share." Ice Breaker's advertising usage is mostly print and television commercials. Their phrase is the "spontaneous whoa" to describe their mints.

Altoids



Wrigley's Altoids Mints originated in Britain during the reign of King George III in the 19th century. In 2005, Altoids made the transition to the United States based on the decision of the parent company, Wrigley.

Costing \$1.99 Altoids comes in eight mint flavors and six sour flavors. The color, size and shape of the tin are based off the flavor of the mint. For example Altoids "Love Tin" are cinnamon flavored mints in a heart shaped tin. "The Curiously Strong Mints" has been the campaign slogan since the creation of Altoids over 200 years ago. They use mainly print advertising with a vintage approach.

Tic TAC



Tic Tacs are breath mints that were first introduced in 1969. Known for their rattle, Tic Tacs are sold in a unique plastic container with a flip-action living hinge lid. Each Tic Tac is dyed to represent a certain flavor and meant to fight bad breath.

Priced at \$0.99 a pack, Tic Tacs are one of the most popular breath mints in the United States. In 1980, the Tic Tac slogan originated as "the 1 ½ calorie breath mint". The slogan had to be altered to "less than 2 calories per mint" due to the increasing volume of each Tic Tac. Tic Tac has advertised through TV, print, and the internet and has made significant efforts to target holiday seasons (Christmas, Valentine's Day, Easter, etc.) for high sales volume.

Advertising Expenditure Analysis ('000)

Raw Data Analysis (Table 1)

	Magazines	Network Television	Syndicated Television	Cable Television	Spot Television	Outdoor	Other	Total
Dentyne Ice	0	2917.59	573.46	83.18	1752.9	0	1292.07	6619.2
Wrigley's Extra	5803.60	12635.12	5340.01	6717.04	383.45	0	85.78	30965.0
Wrigley's Orbit	6287.44	13688.04	5785.01	7276.80	415.41	0	603.4	34056.1
Trident	790.50	0	0	0	0	122.39	4012.51	4925.4
Total	12881.54	29240.75	11698.48	14077.02	2551.76	122.39	5993.76	76565.7

Table 1

This chart shows the top gum brand's spending in each medium. For example our primary competitor, Wrigley's Orbit, uses about 6 million dollars on magazine advertising annually while Dentyne Ice allocates no magazine advertisements in their budget. Dentyne Ice's budget is roughly 6.6 million dollars while Trident's budget is roughly 4.9 million dollars. Although Trident spent less than Dentyne Ice, they hold a larger percentage of the market share.

Share of Voice (Table 2)

	Magazines	Network Television	Syndicated Television	Cable Television	Spot Television	Outdoor	Other	Total
Dentyne Ice	0	9.98	4.90	.59	68.69	0	21.56	8.64
Wrigley's Extra	45.05	43.21	45.65	47.72	15.03	0	1.43	40.44
Wrigley's Orbit	48.81	46.81	49.45	51.69	16.28	0	10.07	44.48
Trident	6.14	0	0	0	0	100.0	66.94	6.43
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 2

This chart shows the top gum brand's advertising share of each medium. For example, Dentyne Ice's largest share of voice is with spot television (68.69%). This means that Dentyne Ice occupies about 68 percent of the spending in spot television among its top competitors, Wrigley's Orbit, Wrigley's Extra, and Trident.

Media Mix (Table 3)

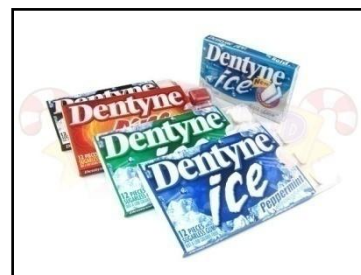
	Magazines	Network Television	Syndicated Television	Cable Television	Spot Television	Outdoor	Other	Total
Dentyne Ice	0	44.08	8.66	1.26	26.48	0	19.52	100.0
Wrigley's Extra	18.74	40.80	17.25	21.69	1.24	0	.28	100.0
Wrigley's Orbit	18.46	40.20	16.99	21.37	1.22	0	1.78	100.0
Trident	16.05	0	0	0	0	2.48	81.47	100.0

Table 3

This chart shows the top gum brand's usage of their advertising expenditures in each medium. For example, Dentyne Ice allocated 26.48 percent of their advertising budget towards spot television while Wrigley's Extra only allocated 1.24 percent.

Product Life Cycle

Dentyne Ice has established itself as a popular U.S. gum brand placing it in the mature stage of the product life cycle. Dentyne Ice has been on the market for over 50 years. According to the Market Share Reporter, Dentyne Ice was considered number 5 on top sugarless gum brands in the United States in 2005. It has become a recognizable gum brand as it continues to maintain its popularity. Due to its low price, the economic recession has not caused Dentyne Ice sales to decline.



III. SWOT Analysis

Dentyne Ice's SWOT analysis



- **Strengths :**
 - Dentyne Ice is an inexpensive good.
 - Dentyne Ice is approved by the American Dental Association (ADA).
 - It has a variety of flavors to please everyone's taste buds.
 - The packaging is conveniently sized.

- **Weaknesses:**
 - Dentyne Ice does not advertise that their gum is ADA approved.
 - Lack of packaging differentiation between flavors.
 - Dentyne Ice sells less gum per package than its primary competitors. For example, Wrigley's Orbit sells 14 pieces of gum per pack, where as Dentyne Ice sells only 12 pieces per pack.
 - Dentyne Ice's gum is the same price as competitors.

- **Opportunities:**
 - If the primary competitors raise their prices and Dentyne Ice remains the same, they could potentially gain more sales and eventually raise their market share.
 - Dentyne Ice can take advantage of product placement to capture their target audience. For example, placing Dentyne Ice in an upcoming blockbuster could boost sales. They could create an "adventurous getaway" sweepstakes for two or give away free Dentyne Ice merchandise for the opportunity of indirect advertising.
 - Dentyne Ice's campaign "Make Face Time" sets up the opportunity for Dentyne Ice to sponsor face to face interactions, such as charity events or anything promoting outdoor activities.
 - Dentyne Ice is an inexpensive good for people to buy during the economic recession. The purchase of Dentyne Ice may not have a significant impact on a person's financial situation.

- **Threats:**
 - Dentyne Ice could face competitors potentially copying their product's flavors.
 - The entry of new competitors could decrease their market share.
 - The economic recession could increase the price of gum causing a decrease in the demand for gum.

Competitor's SWOT Analysis

Competitor Brands	Strengths	Weaknesses	Opportunities	Threats
	<ul style="list-style-type: none"> *Variety of Flavors *Unique Campaign *Solid Parent Company *Relatively Inexpensive * High market share 	<ul style="list-style-type: none"> * ADA approval not advertised 	<ul style="list-style-type: none"> *Gaining Brand Awareness *Gaining Brand Loyalty 	<ul style="list-style-type: none"> *Competitors *Recession
	<ul style="list-style-type: none"> *ADA approved *High market share 	<ul style="list-style-type: none"> *ADA approval not advertised 	<ul style="list-style-type: none"> * Gaining Brand Loyalty * Gaining Brand Awareness 	<ul style="list-style-type: none"> *Recession
	<ul style="list-style-type: none"> *ADA approved *Variety of flavors *Dentist recommends Trident the most. 	<ul style="list-style-type: none"> *Not heavily advertised *Placement on shelves 	<ul style="list-style-type: none"> *Brand Loyalty *Brand Recognition 	<ul style="list-style-type: none"> *Internal Competition with Dentyne Ice *Recession

- Wrigley's Extra is the most popular gum brand in the United States. With great brand recognition and brand loyalty, Wrigley's Extra pleases its consumers with multiple long lasting flavors. Wrigley's Extra is also ADA approved.
- Wrigley's Orbit is one of the top gum brands in the United States. Even though it competes with its parent company's gum, Wrigley's Extra, it still holds high brand recognition and a high market share.
- Trident, whose parent company is Cadbury, is ADA approved. With a variety of flavors, Trident has the opportunity to create high brand loyalty as well as high brand recognition. Trident is recommended the most by dentist.

IV. Marketing Objectives

Dentyne Ice's marketing objective is to increase market share from 9 percent to 10 percent. We can reach this objective by increasing our frequency which will result in higher brand awareness. Although there is an economic recession, gum is a relatively inexpensive product. Increasing our market share by 1 percent is very achievable.

Marketing Mix Strategy

Price: Dentyne Ice's product price will remain the same. Our primary competitors' prices are the same as Dentyne Ice's, so increasing the price of our gum would result in a lower demand for our product. Lowering the price of Dentyne Ice would decrease our profits because it is an inelastic product. Also, lowering the price could potentially cause loss of creditability.

Product: A weakness of Dentyne Ice is the lack of packaging differentiation between flavors. By changing the package's color to match the corresponding gum flavor, Dentyne Ice can promote their variety flavors in a more visually appealing way.

Place: Due to the lack of shelf space, Dentyne Ice gets lost in the gum clutter. Dentyne Ice's primary competitors display a larger variety of their products. By placing more flavors throughout gum distribution points, Dentyne Ice could increase product awareness.

Promotion: By offering "Buy one get one free" coupons Dentyne Ice can trigger the average impulse buyer. It will also increase brand awareness and brand excitement, hopefully resulting in brand loyalty.

Target Selection:

- Age: 18-44
- Gender: Male and Female
- Education: Completed College
- County Sizes: A and B (not excluding C and D)
- Regions: South and West (not excluding the Midwest and Northeast)
- Job Status: Employed full time, temporarily unemployed or have never worked

Primary Audience

Our primary audiences are males, with an Index of 94, and females, with an Index of 104, in the age range of 18-44, with an Index of 138. The most popular areas of the United States where Dentyne Ice gum users are living are the West (132) and the South (101). Dentyne Ice is a national brand so we will not exclude the Midwest and Northeast. However, we will weigh more of our budget towards the West and South due to their high indexes. Dentyne Ice users are also in County sizes A (116) and B (96), meaning they are

in the 25 largest metropolitan areas and in counties with a population of 150,000 or more. However, we will not exclude county sizes C and D from our budget allocation. Most of the users have completed college with an index of 123 and are either employed full time (122), temporarily unemployed (114) or have never worked (108).

Secondary Audience

Our secondary audience is the age range of 45 –54 with an Index of 92. For the Quintile Analysis of this particular age group Magazines were the most common form of media with an Index of 151. Outdoor Media Index is 134, Cable TV is 127 and Internet is 128. The most popular areas of the United States where our secondary audience gum users are living (ages 45-54) is the Midwest (89) and South (97). Since Dentyne Ice is a national brand, we will not exclude this age group in the Northeast and West. This target audience is 39 percent more impulse buyers than the normal population and 20 percent more brand loyal.

Target Profile



Jenny is our target female she is a 25-year-old woman living in San Francisco pursuing her career of a journalist. She currently has a boyfriend and is in constant contact with other people. She often does interviews and is often face to face with them. On her free time she likes sitting down in the apartment with her boyfriend and watching a movie. Jenny’s favorite flavor is the Vanilla Chill for the sweet breath and Spicy Cinnamon for a little seductive ambiance. On her way to work, she stops by the local convenient store to pick up a newspaper and a bottle of water. She is a very impulsive buyer and loves to chew gum. If the gum is there, she will buy it.

Lance is our target male. He is a single 25-year-old man living in New Orleans. He goes on a lot of dates, for he is trying to find his future wife. He chews Dentyne Ice right before he enters any bar or restaurant. Lance is very paranoid about not having good breath. He relies on Dentyne Ice for that stability. His favorite flavor is the Arctic Chill Flavor, he keeps it in his back pocket incase he needs to “freshen” a girls memory of his charms. He also needs a fresh breath for work because he is trying to get a job at the most prestigious law firm in New Orleans. He buys Dentyne Ice in the three-pack that way he never runs out.



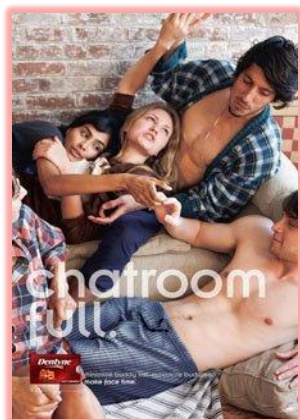
V. Creative Strategy

The current theme of Dentyne Ice's advertisements is "Make Face Time". This theme is promoting an extroverted social lifestyle. The campaigns' effort is to bring people "closer" together while having fresh breath. Their advertisements display people interacting in platonic and romantic relationships. Their ads evoke an emotional sense of "togetherness" by converting everyday technological jargon into more personalized and realistic moments. For example, the advertisement below "The original instant message" takes the act of text messaging and changes the meaning into actually showing true affection.



These current print advertisements can be placed in magazines, bus stations, subway trains, taxi cabs and other outdoor forms of advertisement. Although these advertisements can be placed on billboards we have chosen, given our media budget, to exclude this form of advertising from our media plan. To reach our television audience with our "Make Face Time" campaign Dentyne Ice will use commercials that embody the physical acts of love and friendship. These commercials will hopefully create an emotional bond between Dentyne Ice and the consumers.

We will use the print ads and our interactive website to attract attention towards Dentyne Ice. Our interactive websites displays all of our advertisements, print and television, our flavors and a brief history of the gum. It also promotes our campaigns theme, "Make Face Time", by explaining the value of personal interactions.



Dentyne Ice currently uses Network, Syndicated, Cable and Spot Television. To avoid potential advertising clutter we want to expand our media mix by allocating our budget. We plan to take advantage of medium we, in the past, ignored. For example, Dentyne Ice neglected to use magazines and the internet to their full advertising potential. With this new media plan Dentyne Ice will use Internet and magazines to reach these new audiences. In order to reach our targeted coverage, our media selection will consist of the top magazines, cable television shows, and internet websites based on their indexes.

Dentyne Ice plans to have unique packaging and colors that correspond to the different seasons, and their respective holidays. In these holiday seasons Dentyne will try to distribute their product in bulk amounts, such as the variety packs, in order to increase sales. We will also include Integrated Media in efforts to boost excitement for our product. For example, the picture on the left can be placed on buses, taxis or park benches in major metropolitan areas.

VI. Media Objectives

Target Coverage

To reach our primary audience, ages 18 to 44, we will expose them to our advertisements on an average of five times during our peak months. Our peak months consist of November, December, and April. During these months we expect to reach 50 percent of our target audience by increasing our advertising. These months are important because we have the opportunity to sell our gum in bulk holiday packages. For example, we are using the month of November to boost brand awareness so sales will increase in December. In December selling red and green bulk (See seasonality) packages will compliment the Christmas season as "stocking stuffers". We will use the same approach in the month of April to promote our Easter packaging

To reach our secondary audience, ages 45 to 54, we will expose them to our advertising in the same manner as we did our primary audience. We will expect to reach 35 percent of the secondary audience. We will select particular vehicles that will not only reach our primary target but include our secondary target as well.

Our rationale behind increasing our frequency is to increase our brand awareness. Increasing brand awareness will help increase our sales which will lead to a higher market share (see Figure 1). Dentyne Ice is lagging behind its competitors when it comes to market share. Wrigley, Dentyne Ice's main competitor, has 60 percent of the "Top Sugarless Gum Brands" market share. Dentyne Ice only has 9 percent.

Overall Media Budget

Our budget plan for Dentyne Ice is \$10,250,000. We decided to increase this from their current 6 million dollar budget because we feel it is necessary in order to meet our marketing objective. We believe this \$4 million budget increase will help us obtain the 1 percent market share increase. We set aside 5 percent of our budget to National Contingency (\$512,500) and 5 percent to Spot Contingency (\$512,500). After this deduction our budget total is \$9,225,000.

Dentyne Ice's media budget is shown in Table 2.1. We are placing emphasis on Cable Television, Network Television, Magazines, Internet and other forms of product marketing. We focus most on Cable Television because in our quintile analysis Cable Television ranked the highest. Magazines also held a high quintile ranking so we allocated our budget to fit women, men and general interested magazines.

Dentyne Ice will use the Internet as a form of sponsorship, collaborating with websites to increase brand awareness. In the selected months we plan to use integrated media advertising in a variety of ways to increase audience reach. For example, we will use bus benches, subway systems and sporting venue banners to reach our target audiences. Dentyne Ice will also sponsor events in correspondence to the different holidays in various seasons.

Budget Recap

Media Budget (\$) (Table 6)

	Network TV	Cable TV	Men's Mag.	Women's Mag.	General Interest Mag.	Internet	Other	Total
Jan.	199,149	87,880	--	--	106,428	--	62,099	455,556
	20 GRP	20 GRP			25 GRP		15 GRP	80 GRP
Feb.	231,989	535,515	46,926	130,291	152,040	30,000	12,128	1,138,889
	40 GRP	50 GRP	30 GRP	30 GRP	30 GRP	10 GRP	10 GRP	200 GRP
Mar.	199,149	87,880	--	--	106,428	--	62,099	455,556
	20 GRP	20 GRP			25 GRP		15 GRP	80 GRP
April	532,074	530,623	234,630	186,130	152,040	30,000	12,836	1,678,333
	70 GRP	80 GRP	40 GRP	40 GRP	50 GRP	10 GRP	10 GRP	300 GRP
May	110,006	123,158	46,926	74,452	76,020	--	24,994	455,556
	20 GRP	20 GRP	10 GRP	10 GRP	10 GRP		10 GRP	80 GRP
June	--	--	93,852	74,452	60,816	--	112,547	341,667
			15 GRP	15 GRP	20 GRP		10 GRP	60 GRP
July	--	--	93,852	74,452	60,816	--	112,547	341,667
			15 GRP	15 GRP	20 GRP		10 GRP	60 GRP
Aug.	199,149	87,880	--	--	106,428	--	62,099	455,556
	15 GRP	20 GRP			15 GRP		10 GRP	60 GRP
Sept.	--	--	93,852	74,452	60,816	--	112,547	459,178
			15 GRP	15 GRP	20 GRP		10 GRP	60 GRP
Oct.	199,149	87,880	--	--	106,428	--	62,099	455,556
	20 GRP	20 GRP			25 GRP		15 GRP	80 GRP
Nov.	326,201	337,085	70,389	130,291	121,632	30,000	123,282	1,138,889
	40 GRP	50 GRP	30 GRP	30 GRP	30 GRP	10 GRP	10 GRP	200 GRP
Dec.	532,074	476,945	234,620	186,130	228,060	30,000	20,494	1,708,323
	70 GRP	80 GRP	40 GRP	40 GRP	50 GRP	10 GRP	10 GRP	300 GRP
Total	2,528,940	2,354,846	915,047	930,650	1,337,952	120,000	779,771	9,084,726
	315 GRP	360 GRP	195 GRP	195 GRP	320 GRP	40 GRP	135 GRP	1560 GRP

(Table 6)

* Table information came from Media Flight Plan website.

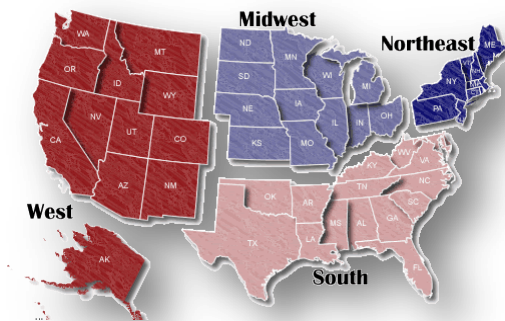
Budget Recap Explanation:

In our peak months of advertising, April and December, we have a GRP of 300 with an actual advertising budget weight of 18.5. In the months of February and November, we have a GRP of 200 with an actual advertising budget weight of 12.3. In our lowest months, July, June and September, we have a GRP of 60 an actual advertising budget weight of 3.7. Through the pulsing process, out of the number of people watching television, 18.5 percent of them will see Dentyne Ice's advertisement.

Regionality

Our primary audience, ages 18-44, tends to reside in the West and South regions, based on index. Our secondary audience, ages 45-55, tends to reside in the Midwest and South regions. With our primary audience in mind we will focus 35 percent of our total advertising budget on the West and another 35 percent on the South region. Out of our \$9,225,000 we will allocate \$3,228,750 to the South and \$3,228,750 to the West. We will devote 15 percent of our total advertising budget to the Midwest and another 15 percent to the Northeast region. We will also allocate \$1,383,750 to the Midwest and \$1,383,750 to the Northeast.

Dentyne Ice consumers are in County A (top 25 metropolitan areas) and County B (with a population of 150,000 or more). This shows that Dentyne Ice is favored in the more heavily populated areas. This is where we will focus the weighing of our advertising. We will advertise more to Miami with an index of 244, Los Angeles (181), Washington D.C. (148), Boston (134), Atlanta (125), New York City (110).



This shows the United States and its regions. Primary Dentyne Ice users located in the West and South.

Although there is a focus in these regions Dentyne Ice is a national brand. Being a national brand we want to focus spreading our brand across the nation. We think it's important as a national brand to use mediums, such as Cable Television, Network Television and magazines, which strives on broad national reach.

Seasonality

We do not feel that gum is a heavily seasonal product. We do feel that when it comes to advertising gum, taking a seasonal approach would be appropriate. We will place heavy advertising in November, December, February and April. These months were chosen because they are all involved with seasons in which gum can be given as a gift. For those who celebrate Christmas, gum could be a heavy seller for the casual "stocking stuffer." We chose November to raise awareness and interest about Dentyne Ice during the Christmas time. In February, Valentine's Day could cause a peak in sales due to the increased desire to have fresh breath. With the Easter season in April, sales could also increase due to the purchasing of candy and snacks to fill Easter baskets. We will pulse heavily during these seasons to achieve the desired reach and frequency of our advertisements.

To seasonally weigh our media budget, we created 6 seasons based on our pulsing schedule. These numbers are based on our anticipated budget allocation for each season. The first season, Season A, will consist of the months January, February and March. In this season, we will allocate 15 percent of our total media advertising budget to Season A (\$1,383,750). In Season B, April, we will weigh 25 percent of our total media advertising budget (\$2,306,250). In Season C, May, we will allocate 10 percent of our total media advertising budget to this season (\$922,500). Season D consists of the months June, July, August and September. In this season, 10 percent of our total media advertising budget will be allocated (\$922,500). In Season E, October and November, we will weigh 15 percent of our total media advertising budget (\$1,383,750). Season F, December, we will weigh 25 percent of our total media advertising budget (\$2,306,250).



The picture above embodies the vision we have for the Dentyne Ice Christmas package. It includes four packs of Dentyne Ice (Spearmint and Spicy Cinnamon).

VIII. Media Strategy

Frequency and Reach (%) (Table 4)

	Reach		Average Frequency	
	<i>Goal</i>	<i>Estimated</i>	<i>Goal</i>	<i>Estimated</i>
Jan.	40	19.1	2.0	1.2
Feb.	50	47.5	4.0	1.6
March	40	19.1	2.0	1.2
April	60	53.5	5.0	1.7
May	40	20.0	2.0	1.1
June	30	11.5	2.0	1.0
July	30	11.5	2.0	1.0
Aug.	30	19.1	2.0	1.2
Sept.	30	11.5	2.0	1.0
Oct.	40	19.1	2.0	1.2
Nov	50	40.8	4.0	1.4
Dec.	60	55.2	5.0	1.6

Table 4

* Table information came from Media Flight Plan website.

The reach and average frequency “goal” is what we hope to achieve, while the reach and average frequency “estimated” is what our budget allows us to achieve.

Dentyne Ice has decided to invest in the gross impression weighting. By doing this we will reach a large number of our target audiences by increasing our frequency. We balance our reach and frequency to receive the maximum profits. This gives Dentyne Ice the opportunity to reach their potential even at the mature stage. Using this mentality allowed us to pulse in certain months by aiding us in reaching our goal. The months with the highest “reach goals” allowed us to allocate our budget accordingly.

The winter season (November, December, and February) will be heavily weighted in our media plan. We chose these months because it is around the holiday season. December is also a time for traveling so we will place Dentyne Ice advertisements in airport magazines. The spring season (April) will also be heavily weighted because of the increase in candy sales. We also chose April because of television sweeps, a period where television shows are coming to an end. These times provide the opportunity for bulk packaging to assist with the social interactions associated with the holidays.

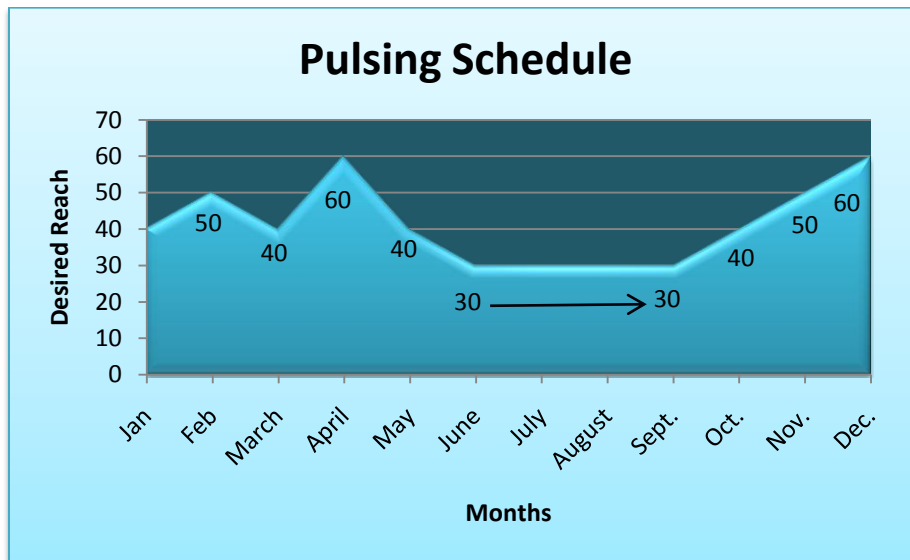
Media Weight

Out of a total of 1560 we will weight 315 of the GRPs to Network Television, 360 GRPs to Cable, 195 GRPs for Men's Magazines, 195 GRPs for Women's Magazines, 320 GRPs for General Interest Magazines, 40 GRPs for Internet Sponsorship, and 135 GRPs for other. We are weighing the GRPs according to our seasonality as well as the Quintile analysis for the particular mediums.

Scheduling

We will use the pulsing scheduling technique to take advantage of opportunistic times.

Table 5



The numbers listed on the graph represent the amount of reach we would like to obtain in the particular month. The number 60 represents the highest pulsing months (April and December).

The month of January is the start of the New Year. So we will enter the market gradually. We will increase in February due to Valentine's Day. We will then back off in March in preparations for April, in which we will pulse heavily due to Easter and Television Sweeps. We will again decrease in May hitting our lowest points in June and July. We will increase slightly in August then drop to the lowest in September. Gradually increasing in the months of October and November we will gain momentum for our other heavily pulsed month, December.

Vehicle Selection for each selected media



Network Television (Table 7)

	Network TV Primetime	Network TV Late Nite	Network TV Sports
Jan.	2	1	3
Feb.	5	2	--
March	2	1	3
April	10	4	2
May	2	--	1
June	--	--	--
July	--	--	--
Aug.	2	1	3
Sept.	--	--	--
Oct.	2	1	3
Nov.	3	2	5
Dec.	10	4	2

Table 7 | *Measured in units. | Table information came from Media Flight Plan website.

Cable Television (Table 8)

	Cable TV Daytime	Cable TV E-Fringe	Cable TV Primetime	Cable TV Late Nite
Jan.	2	--	5	2
Feb.	10	10	15	15
March	2	--	5	2
April	5	8	20	10
May	2	--	5	2
June	--	--	--	--
July	--	--	--	--
Aug.	2	--	5	2
Sept.	--	--	--	--
Oct.	2	--	5	2
Nov.	5	5	10	10
Dec.	5	10	15	10

Table 8 | *Measured in units. | Table information came from Media Flight Plan website.

Magazines and Internet (Table 9)

	Men's Magazine	Women's Magazine	General Interest Magazine	Internet Sponsor
Jan.	--	--	7	--
Feb.	2	7	10	1MM
March	--	--	7	--
April	10	10	10	1MM
May	2	4	5	--
June	4	4	4	--
July	4	4	4	--
Aug.	--	--	7	--
Sept.	4	4	4	--
Oct.	--	--	7	--
Nov.	3	7	8	1MM
Dec.	10	10	15	1MM

Table 9 | *Measured in units. | Table information came from Media Flight Plan website.

Television Rationale

We put more of an emphasis on Cable Television because of our primary audience's high quintile ranking in that category (Quintile I 195). However, we will also advertise within network television. The numbers outside of the programs are the indexes of the target audiences' viewership of the shows. The larger the index, the more beneficial the advertising will be for Dentyne Ice. Below is a list of possible selections for television vehicles we may choose:

January = NFL playoffs, Bowl Season, Television shows return.

- Cable:
 - ESPN Sportscenter (123)
 - MTV (cable late night): MADE (190)
- Network:
 - ABC/FOX/CBS :Bowl Series
 - NBC: The Office(156)



February = Valentine's Day, Romantic Movies and Comedies, Television Sweeps,

- Cable:
 - FX: DVD on TV(165)
 - TBS: Dinner and a Movie (100)
 - Lifetime: Movies
- Network:
 - ABC: Grey's Anatomy (108)
 - NBC: The Office (156)

March = March Madness, Preparing for April.

- Cable:
 - ESPN: Sportscenter (123)
 - Comedy Central: South Park (170)
- Network:
 - FOX: Family Guy (192)
 - CBS: March Madness Coverage

April = Easter, Television Sweeps continues, Baseball, NBA playoffs, Spring Break.

- Cable:
 - MTV: Spring Break Coverage, NEXT (176), Real World (186)
 - TNT: NBA Playoffs
 - FX: Nip-Tuck, Rescue Me
 - E!: The Soup (149)
 - VH1: The Surreal Life (175)
- Network:
 - Fox: Family Guy (192), The Simpsons (156), American Idol (112)
 - CW: One Tree Hill (164)
 - ABC: Grey's Anatomy (108)



May = End of School, Senior Trips, Vacations, NBA Playoffs Continues.

- Cable:
 - TNT: NBA Playoffs
 - MTV: True Life (195)
- Network:
 - CW: One Tree Hill (164)
 - FOX: Major League Baseball's Saturday Game

June/July/September = Assumption that people are outside "Making Face time". In September school is starting.

- No television advertising

August = Back to School, Down time waiting for school to start.

- Cable
 - MTV: The Real World (186)
 - FX: DVD on TV (165)
- Network:
 - CW: America's Next Top Model (153)



October = Halloween, College Football continues, Scary Movies.

- Cable:
 - ABC Family: 31 Days of Halloween Movie Event
 - FX: DVD on TV (165)
 - Comedy Central: South Park (170)
- Network:
 - CBS: College Football, How I Met Your Mother (114)

November = Thanksgiving, Christmas Shopping, Preparation for Christmas.

- Cable:
 - MTV: True Life (195), The Real World (186), NEXT (176)
 - E!: Dr. 90210 (155)
- Network:
 - CBS: College Football, How I Met Your Mother (114)
 - ABC: College Football
 - CW: Blind Date (147)

December = Christmas, Vacations, Travel, Winter Break, New Years Eve.

- Cable:
 - ABC Family: Christmas Movie Marathon
 - TBS: Dinner and a Movie
 - E!: E!News (137)
 - ESPN: Sportscenter (123)
 - MTV: NEXT (176), The Real World (186)
 - Comedy Central: South Park (170), Chappelle's Show (173)
 - VH1: Surreal Life (175)
- Network:
 - NBC: The Office (156)
 - ABC: College Football, Grey's Anatomy (108)
 - CBS: Family Feud



Magazine Rationale

We also put an emphasis on Magazines because of our primary audience's high quintile ranking in that category (Quintile III 189). The numbers on the side of the magazine are the indexes of the target audience's subscriptions to the magazines. The larger the index, the more beneficial the advertising will be for Dentyne Ice. We divided our budget allocation into three different magazine categories: General Interest, Women's Magazines and Men's Magazines. Below is a list of possible selections for magazine vehicles we may choose:

January:

- General Interest Magazines:
 - Spin (161), Rolling Stone (153), FHM (180), In Touch Weekly (161), Entertainment Weekly (138).

February:

- Men's Magazines:
 - ESPN the Magazine (153), Maxim (173)
- Women's Magazines:
 - Cosmopolitan (162), Glamour(158), Modern Bride (152), Elle (146), Shape (152)
- General Interest:
 - Spin (161), Rolling Stone (153), FHM (180), In Touch Weekly (161), People (102), US Weekly (163), Essence (120).

March:

- General Interest Magazines:
 - Spin (161), Rolling Stone (153), Sports Illustrated (111), Entertainment Weekly (138).

April:

- Men's Magazines:
 - ESPN the Magazine (153), Maxim (173), Muscle and Fitness (166), Playboy (140), GQ (145), Game Pro (185), Fitness (136), Sports Illustrated (111).
- Women's Magazines:
 - Cosmopolitan (162), Glamour (158), Marie Claire (153), Modern Bride (152), Elle (146), Shape (152), Vogue (127), Lucky (131).
- General Interest Magazines:
 - Vibe (157), Rolling Stone (153), FHM (180), In Touch Weekly (161), People (102), US Weekly (163), Essence (120).

May:

- Men's Magazines:
 - GQ (145)
- Women's Magazines:
 - Cosmopolitan (162), Shape (152), Glamour (158).
- General Interest: Entertainment Weekly (138), Rolling Stone (153), US Weekly (163), People (102).



June/July:

- Men's Magazines:
 - Maxim(173), Muscle and Fitness(166).
- Women's Magazines:
 - Cosmopolitan (162), Shape (152), Lucky (131), Glamour (158).
- General Interest Magazines:
 - Entertainment Weekly (138), US Weekly (163), People (102).

August:

- General Interest Magazines:
 - Vibe (157), Rolling Stone (153), FHM (180), In Touch Weekly (161), Entertainment Weekly (138).

September:

- Men's Magazines:
 - Maxim(173), Playboy(140), Muscle and Fitness(166).
- Women's Magazines:
 - Cosmopolitan (162), Shape (152), Lucky (131), Glamour (158).
- General Interest Magazines:
 - Entertainment Weekly (138), Rolling Stone (153), US Weekly (163).

October:

- General Interest Magazines:
 - Vibe (157), Rolling Stone (153), FHM (180), Sports Illustrated (111), Entertainment Weekly (138).

November:

- Men's Magazines:
 - Maxim (173), ESPN the Magazine (153).
- Women's Magazines:
 - Cosmopolitan (162), Glamour (158), Marie Claire (153), Vogue (127), Elle (146), Shape (152).
- General Interest Magazine:
 - Vibe (157), Rolling Stone (153), FHM (180), Sports Illustrated (111), Entertainment Weekly (138), People (102).

December:

- Men's Magazines:
 - ESPN the Magazine (153), Maxim (173), Playboy (140), GQ (145), Game Pro (185), Car and Driver (122), Fitness (136), Sports Illustrated (111).
- Women's Magazines:
 - Cosmopolitan (162), Glamour (158), Marie Claire (153), Modern Bride (152), Elle (146), Shape (152), Vogue (127), Lucky (131).
- General Interest Magazines:
 - Vibe (157), Rolling Stone (153), FHM (180), In Touch Weekly (161), People (102), US Weekly (163), Martha Stewart Living, Sky (Delta Airlines), Family Fun (139), Car and Driver (122).

Internet Rationale

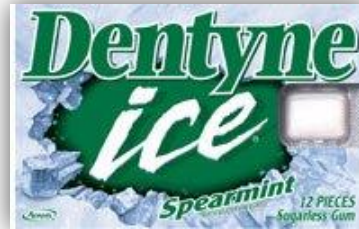
We will use Facebook, Yahoo!, MySpace, EHarmony, and Match.Com.

Since Dentyne Ice is campaigning to make face time we will collaborate with social networks such as Facebook and MySpace. Yahoo is a heavily used search engine, mail site and entertainment provider which attracts a lot of internet users. EHarmony and Match.com are online dating websites for people to find potential partners so they can "Make Face Time".



Integrated Media Rationale

Dentyne Ice is left with \$779,771 for integrated media usage. Our plans for this includes sponsoring various outdoor events and using nontraditional advertising such as taxi cab signs, subway signs, and bus-stop benches to promote Dentyne Ice in a non-cluttered environment. Some of the outdoor events include College Baseball Games where Dentyne Ice will hang outfield signs, the World Fair kissing booth where a Dentyne Ice banner will hang, and the MTV Spring Break, where Dentyne Ice will have a logo on the concert's stage front. We will also distribute paper fans sponsored by Dentyne Ice at selected Major League Baseball games. Dentyne Ice will also work with affiliates and sponsor a speed-dating event in the three most populated metros.



IMC efforts:

Our plans for Dentyne Ice's integrated media includes sponsoring various outdoor events and using nontraditional advertising such as taxi cab signs, subway signs, and bus-stop benches to promote Dentyne Ice in a non-cluttered environment. Some of the outdoor events include College Baseball Games where Dentyne Ice will hang outfield signs, the World Fair kissing booth where a Dentyne Ice banner will hang, and the MTV Spring Break, where Dentyne Ice will have a logo on the concert's stage front. We will also distribute paper fans sponsored by Dentyne Ice at selected Major League Baseball games. Dentyne Ice will also work with affiliates and sponsor a speed-dating event in the three most populated metros.

Media Mix (Table 10)

Media Mix Chart for Budget of \$ 10,250,000

	% of advertising expenditures in each medium	
Network Television	28.2	(\$2,528,540)
Cable Television	26.3	(\$2,354,846)
Men's Magazines	10.2	(\$915,047)
Women's Magazines	10.4	(\$930,650)
General Interest Magazines	14.9	(\$1,337,952)
Internet/Sponsorship	1.3	(\$120,000)
Integrated Media	8.7	(\$779,771)
Total:	100%	

Table 10 | *Measured in percentages. | Table information came from Media Flight Plan website.

Target audience use of media class

Dentyne ice decided to place our main focus on Cable Television and Magazines appealing to both men and women due to the high quintile analysis. For cable television in Quintile 1 has an index of 195. Magazine in Quintile 3 has an index of 189. The Quintile ranking for Internet was not high enough to mention but we will use it in efforts to increase brand awareness.

Budget Constraints

Due to the limited budget Dentyne Ice will encounter a few constraints. With the budget constraints, we were forced to eliminate outdoor advertisement from our Media Budget. We will also be limited in our integrated advertisements. Because we have these constraints, we lag behind in our competitors. For example, Wrigley's Orbit has a budget of about \$34 million for advertising while Dentyne Ice only has \$10 million. This not only affects our potential to gain a higher market share, but it also generates creative constraints. Without the funds to support our advertising objectives, we will never fully close the gap between us and our primary competitors. Dentyne Ice has a high Quintile index for cable television. In order to expand the use of the cable television medium and raise our frequency, we need to buy more television air-time. However, the costliness of advertising in prime time and sports television hinders our advertising schedule. This limits the amount of times our audience will see Dentyne Ice advertisements.

We have selected to use the magazine medium as a significant part of our media budget. Although magazines are not as cost efficient as television, we want to reach our targeted audience and take advantage of our high Quintile ranking. Internet will not be a problem in our budgeting process due to the insignificant cost of sponsoring a website.

Creative Constraints

Dentyne Ice's advertising requires little cognitive understanding due to the fact that it is gum. Our budget constraints limit the resources we need to create elaborate advertisements. Although it is not necessary to use demonstration, vivid colors and memorable sounds in our advertisements, Dentyne Ice will include as much of these qualities as financially possible to produce exciting and effective ads.

Advertising Objective

We are using Cable and Network Television because of the reach and frequency they can accomplish while being very cost efficient. The television medium also allows us to use demonstration, vivid colors and memorable sounds in our advertisements. Dentyne Ice is in its mature stage so we focus on frequency. Although television does not focus on frequency, it will help us achieve a higher reach without cluttering our audience.

Magazines allow us to intrigue targeted audiences through various vehicles. Using the index analysis from Choices 3, we were able to narrow down our vehicle selection to the top 30 most effective magazines for Dentyne Ice.



Copy Test

We have selected Tallahassee, Florida for the location of our copy test. We chose this area because it is in the South, which is where our primary audiences are most represented. Tallahassee is the capitol of Florida meaning they have a lot of "spill-in" and "spill-out." Tallahassee has a population of 150,624; this will make our test area coverage more efficient and allow us to have a larger selection pool. We will randomly select 1,000 men and women that fit the criteria of our primary audience (ages 18-44). Each respondent will be given a survey that concentrates on Dentyne Ice's advertisements. We will measure the advertisements effectiveness based on the respondent's recall and recognition of Dentyne Ice's advertisements. We will also monitor each respondent's emotional and behavioral status towards Dentyne Ice.

Evaluation of the plan

The first action we will take to assess the effectiveness of our media plan is to compare and contrast brand sales of the before and after campaigns. We understand that results alone will not justify the decisions made in our media plan. To validate our decisions we will rely on consumer feedback through targeted focus groups, selective surveys, etc. The focus groups will allow us to see the emotional effectiveness of our advertisements. The questionnaires will allow us to track the improvement of the frequency, reach, selection and placement of our advertisements. This research will allow us to determine our potential media planning flaws and will allow us to rectify them accordingly.

