



Advertising Strategy Report: Pepsi Max/Doritos

“Cool the Burn Reborn”

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Executive Summary

PepsiCo, originally founded in the United States, is a global snack food and beverage company which holds 22 segregated brands. In the Australian market, the most popular brands include Pepsi Max, Pepsi Next, Doritos, Smith's and Red Rock Deli. Building on their competitive edge, PepsiCo introduced their "*The Power of One*" ideology. This focuses on the company being multi-tiered in terms of product availability and range and being able to cross-promote products as collaboration, explored through Pepsi Max and Doritos "*Cool the Burn*" campaign.

The integrated marketing communication utilised for this campaign have been implemented upon current trends in our target market and the values expressed by the Pepsi Max and Doritos brands. An array of research shows that our primary target market frequently interact through social media, thus this being the central focus of our campaign, also creating a relationship with promotional competitions.

The report outlines PepsiCo's main competitors in the Australian snack food and beverage industry. Looking at the competitors allows us to evaluate their strengths and weakness.

The target segmentation for the campaign is broken down into three sections; Primary, Secondary and Tertiary. This is based on research suggesting that the general lifestyle and behaviours of this target market share the brands (Pepsi Max and Doritos) characteristics and values. Building on the success of PepsiCo's previous campaign, "*Cool the Burn Reborn*" will appeal to the same target audience.

The implementation phase concentrates on five particular forms of IMC (integrated marketing communication); Social media, print, television, interactive billboard and competition. Each of these media forms depicts our primary aims, goals and objectives including raising brand awareness through viral hype and interactive approach. The focus on these different mediums also uses a range of cost effective options, which is explored through the distribution of funds. These forms of media have also been strategically selected to continue to deliver the appropriate message and level of frequency with the target audience.

To measure and evaluate not only the implementation of particular integrated marketing communication usage, but also their effectiveness against achieving our aims, goals and objectives, a range of methods are to be explored.

1.0 Situation Analysis

1.1 Company Background

History of PepsiCo

PepsiCo was founded in 1965 in New York, United States. It is a global beverage and snack food leader with a diverse product portfolio. Moreover, it has 22 brands around the world its annual retail sales are generated more than \$ 1 billion by each brand (PepsiCo).

Products of PepsiCo

A range of beverage options are provided by PepsiCo Beverage in Australia and New Zealand including Pepsi, Pepsi Max, Pepsi Next, Mountain Dew and Gatorade that consumers can feel fun and refreshment from our different products. Pepsi max cola is low calorie and tastes double caffeine without sugar.

Today four business units are encompassed by PepsiCo Australia and New Zealand. They are the Smith's Snackfood Company, the Quaker Oats Company, PepsiCo Beverages and Bluebird foods. Especially, PepsiCo Beverage creates the successful Pepsi Max, Mountain Dew and Gatorade brands. Many popular brands like Smith's Chips, Doritos Corn Chips are marketed by the Smith's Snackfood Company (PepsiCo). Doritos corn chips originally come from Mexico, and Australian people like this chips when it was first time coming into Australian market in 1984. Today, Doritos can produce many flavours of chips like Original, Cheese Supreme, Nacho Cheese and Mexicana. The salsa also is made to Doritos corn chips, it comes in Mild, Medium and Hot (Doritos).

Cool the burn campaign

There is a main campaign for PepsiCo Australia in 2011 that a co-branding (Pepsi Max and Doritos) campaign was launched by Clemenger BBDO, Sydney. Intention of the campaign is to promote PepsiCo brands Pepsi Max 'Ceasefire Lime' and Doritos 'Burn', which uses that strap line 'cool the burn' (campaignbrief, 2011). The campaign positions a collision of extremes that the subtle flavour of Pepsi Max Ceasefire Lime complements a fiery chilli seasoning for Doritos chilli flavoured corn chips (PepsiCo, 2011). The campaign was successful for following consumer promotions, which are Doritos battle of the Flavours and Pepsi Max Cash or Car. It ran the Australian market for 8 weeks that two sales forces (Smith's and Schweppes) support the co-branding marketing campaign applying an extensive range of point-of-sale material and media channels to reach the target audiences, who are 20-29 year old males. The campaign message was delivered by different kinds of media mediums like TV ads, outdoor advertising, the Doritos Australia and Pepsi Australia Facebook pages, and the Pepsi Max crew V8 supercar (australiancreative, 2011).

The strategy of PepsiCo

There is a unique opportunity to PepsiCo that its beverage and snacks brands working together can give a competitive advantage with customers when they make their purchase decisions. The purpose of the strategy is that both brands can share common customers, resources and capabilities. In addition, this strategy can help PepsiCo to develop a co-ordinate food and beverage operating system, which makes products across the categories for customers and retailers (Bouckley, B 2012).

1.2 Industry in Australia/Consumer Trends

Consumer trends are changing, we now see a majority of Australian men and women becoming extremely calorie conscious. To keep up with the changing consumer trends many leading companies such as PepsiCo, The Coca-Cola Company, and Snack Foods limited (The Real McCoy) have come out with a range of beverages/snacks that are diet, zero sugar or low fat. The demand in the snack food and beverage industry is driven by the consumers needs and wants derived from taste and health considerations.

In Australia the snack food industry is in high demand. A market report released by (IBSWorld, 2013) showed a considerable increase in demand for snack foods and beverages. The snack food industry in Australia is currently on the rise with a growth of 4.3% in 2012 (MarketLine Industry Profile, 2012)

Cola flavoured soft drink is the most popular carbonated beverage. In 2004 Cola flavoured soft drink held 72.3% market share (Data monitor, 2004). The Coca Cola Company holds the greatest market share in carbonated beverages in Australia with 59.5% (Coca-Cola Amatil, 2012).

Snack food companies are adapting to the change in consumer trends by offering chips with 70% less saturated fat, releasing new brands that are made from whole grains and making healthier alternatives such as baked not fried. PepsiCo has the greatest market share in snack foods in Australia with 48.8%. The Real McCoy holds 17.4% market share (MarketLine Industry Profile, 2012).

PepsiCo in Australia

In Australia PepsiCo is committed to playing a supportive role in health and wellbeing. They offer “high quality food and beverages from simple treats to healthier options” (Pepsico.com, 2013)

PepsiCo has a range of very popular brands in snack food and beverages. The Smiths Snack Food Company (owned by PepsiCo) is Australia leading company in snack food; they host brands such as Smiths, Doritos, Twisties, Nobbys, Grain Waves and Red Rock Deli. Pepsi beverages offer a range of brands in Australia such as Pepsi, Pepsi Max, Diet Pepsi, Pepsi Next, Mountain dew, 7up and Gatorade.

In 1993 Pepsi beverages introduced Pepsi Max to the Australian market. The target market for this beverage was men aged 16-29. The idea behind the campaign was to target men who want to drink diet cola but don't as they feel the taste does not compare to full strength to cola (Adweek L.P. 1993). Since 1993 the target consumer for Pepsi Max has not changed. In 1984 Doritos was launched and sold in Australia. Doritos target market is daring, bold males aged between 18-29. PepsiCo in Australia is a strong leading competitor in both snack food and beverages.

1.3 Important Facts/Media Landscape

PepsiCo have built a strong focus on creating brand awareness through different subsidiary brands by the use of interactive media. This includes social media in particular. "*Pepsi is learning that if you want to remain relevant with this new type of consumer, you have to be where they are, you have to talk their language*" (Horton, 2012). The theme of inviting the consumer audience to share their product experience is seen through advertising campaigns for both Pepsi Max and Doritos, such as "Live for Now". This consists of photo uploading at venues or events with the product to Facebook and Twitter platforms. Other strong forms of media usage focus on Celebrity endorsement for television advertisements in particular, with Beyonce and Mark Wahlberg depicting the fierce and daring message design.

The media platforms chosen for this campaign follow a series of current consumer trends. Social media is used to interact and communicate with the consumer audience and engage with their behaviours and on-the-go lifestyle. Impulse purchasing and brand recall is reinforced by the use of magazines and television stations nationwide.

With the 2013 Sensis Social Media Report stating that 95% of social media users in Australia uses Facebook. This is of course the starting point to any social media plan, as with our Doritos/PepsiCo campaign. The social media platforms most utilised by our primary target market are Facebook, Twitter, and Instagram below LinkedIn.

From here companies can form a relationship with the consumer about their brand and products. These relationships can be seen from the increased statistic of 16-25% of social media users utilising the platforms specifically to follow a brands page, look up promotions and products they are interested in (Sensis Social Media Report, 2013).

These Australian social media statistics can also relate to television viewing, with these being multi-functional and observed platforms of communication. Channel *7Mate*, a niche channel of Seven targets 16-49year old males, further cementing our reasoning for utilisation of promotion here. The most recent details released by Seven also show that this is the most watched digital channel for the age brackets of 18-49 year olds (Seven Networks Ratings Report, 2013). The Australian Bureau of Statistics states that 87% of Australians either view or listen to television for 179 minutes or just under 3 hours per day, which proves that while the level of attention and consciousness from a promotional aspect can be difficult to achieve, it is still a popular form of daily activity (Australian Bureau of Statistics, 2006).

Magazine readership for the male market remains quite still. However, is a popular avenue of traditional media promotion. This is due to a high percentage of readership consuming magazine content for general interest and relaxation. In 2006, 51% of males read magazines once a week, with 68% of readership consuming for recreation (Australian Bureau of Statistics, 2006).

This brief outline of the Australian media landscape in relation to our chosen media platforms reflects our reasoning of choice. This shows that our audience is attracted to not only traditional forms of promotion and communication but also the word-of-mouth and interactive aspect of social media and online space (OMA, 2012).

- See appendix A and B for extended figures.

1.4 SWOT Analysis

Table 1: Below is a SWOT analysis table, which explains the possible advantages, disadvantages and casualties of the campaign, based on current, short term and long term analysis.

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • The promotional aspect or concept as a whole. The idea of partnering or combining Doritos & Pepsi Max will potentially build on both brand awareness and market share. • The flavour combinations are unique for the specific products or brands. 	<ul style="list-style-type: none"> • The flavour combination of chilli and lime may potentially not be appealing to certain target markets or locations. • With Coke predominately holding strong market share, they may still be favourable over the Pepsi Max/Doritos promotion.
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • Both products (Pepsi Max & Doritos) are separately already popular products, leaving the new combined flavour combination to build on past sales and promotions. • Could gain popularity for further market research. 	<ul style="list-style-type: none"> • The main competitors in the same product genre, Coke and Smiths hold both strong market share and competition with possible similar future promotions. • New trends in health promotion could turn away the audience with anti-obesity advertisements. • Summertime scheduling of competitors promotions could clash with our campaign.

1.5 Competitor Analysis

Competitors

PepsiCo's biggest beverage competitor in Australia and most of the world is the Coca Cola Company.

In Australia, The Coca Cola Company currently holds 59.5% Market share. According to a report release by CCA (Coca- Cola Amatil, 2012), carbonated beverages offered by the Coca Cola company such as Coke, diet coke and coke zero hold the majority of this share. (In Australia cola beverages are referred to by The Coca-Cola Company as the abbreviated name Coke)

PepsiCo is the leading snack food company in Australia, however they are closely followed by their competitor Real McCoy (Otherwise known as, Snack foods limited). A report realised by MarketLine (2012) showed that The Real McCoy held 17.4% market share in Australia.

Competitor Strategies and Objectives

The Coca-Cola Company has always used innovative ideas to communicate to their target audience. They are constantly coming up with new ideas that allow the consumers to engage with their company. Their advertising strategies are based around increasing consumption and creating word of mouth and impulse buying. Their main focus to increase consumption is creating new ways to get their consumers to recall brand names. They do this by entering social networking sites such as Facebook. By using a mixture of new and traditional media into their advertising campaigns they are able to create rapid awareness about their brand.

The Real McCoy, focuses strongly around the fact that they are 100% Australian. They have adapted the use of traditional media and social media into their advertising strategies. Their objectives are to offer a more affordable loved Australian alternative.

The Coca -Cola Company Product Summary

The Coca-Cola Company has brands in carbonated beverages that are in direct competition with those of PepsiCo. Those bands are Coke, Diet Coke, Coke Zero, Fanta, sprite, lift, and mother. In Australia, The Coca-Cola Company has 21 brands on our shelves. These brands are a mixture of carbonated drinks, water, juices, energy, and sporting drinks.

In the summer of 2010 The Coca-Cola Company released Coke Zero. Coke Zero is the equivalent of Pepsi Max. Coke strategically targeted men in the same demographics as Pepsi Max. Both drinks are targeted at men who want a full flavoured soft drink with 0 sugar.

The Real McCoy Product Summary

The Real McCoy owns brands such as CC’s, Cheezels, Thins, Samboy, Kettle Chips, and Tasty Jacks. Although they have many popular brands under their belt CC’s is PepsiCo’s biggest opponent when it comes to corn chips. CC’s offer the same range of flavours to that of Doritos. Price comparison of the two puts CC’s at a more affordable range of corn chip. To tackle the change in consumer trends as outlined above, CC’s has recently released a CC’s Popped, an air popped snack with the lightness of popcorn and the taste of a corn chip.

Table 2: Coca Cola Strengths and Weaknesses

Strengths	Weakness
1. Best global brand in terms of value	1. Significant focus on carbonated drinks
2. World’s strongest market share in beverages	2. Product portfolio focus strongly on Coke
3. Strongest Marketing and Advertising	3. Negative publicity
4. Most extensive beverage distribution channel	4. Many brands with insignificant amount of revenues
5. Strong corporate social responsibility	5. Top prices
6. Strong customer loyalty	

Table 3: The Real McCoy Strengths and Weakness

Strengths	Weakness
1. 100% Australian owned	1. Weak marketing and advertising
2. Strong corporate social responsibility	2. Low market share
3. Strong customer loyalty	3. Focus is strongly on other snack food brands
4. Brand recall	4. Distribution is only in leading supermarkets
	5. Company name changes, snack brands Australia, Snack brands limited and The real McCoy

2.0 Aims of The Strategy

An aim of advertising communication strategy is a broad statement that what the achievements organizations can be achieved (thetimes100, n. d.). Therefore, the aims of new campaign is that co-branding (Pepsi max and Doritos) continue to work together with using the power of both Pepsi Max and Doritos brands sell both products together, create a special eating experience that hot and spicy corn chips fire up customers' taste buds then using deliciously lime flavoured cola to soothe.

3.0 Process and Outcome Goals

Ron (2013) states that process goals could help the organizations to move toward their outcome goal. Process goals are controlled by the organizations to guarantee reaching. However, the end result of what the organizations want to achieve. Therefore, the campaigns effectiveness will be evaluated by following process and outcome goals.

- Process goal—it is allowed to build a partnership that both Schweppes and Smith's cooperate together to co-launch and sell-in products.

Outcome goal—both brands Smith's and Schweppes are agreed to work together.

- Process goal—to ensure that the campaign messages are carried by different kinds of media platforms to reach the target audiences.

Outcome goal—the campaign messages are successfully received by target audience within first week of advertising promotions.

- Process goal—to hope people who are interesting in a special eating experiences to try the new products, and then leave the feedback on Pepsi Max and Doritos Facebook home page.

Outcome goal—over 60% of consumers give the feedback about their eating experiences on Internet. And these useful feedbacks are used to improve the performance for campaign.

4.0 Informational and Motivational Objectives

Harrison (2013) states that Informational objectives focus on message exposure, comprehension or retention. Readability formulae, audience survey or focus group can also measure informational objectives. Noble (2007) thinks that intention of motivational objectives is to change attitudes and modify behavior.

Building awareness of co-branding and new products is centralized by the first and second objective. The third objective is to make target audiences view the information from online about campaign. The last two objectives focus on ensuring the target audiences' mind is changed to take action to purchase new products.

4.1 Informational Objectives

Previous campaign *cool the burn* has successfully increased over 73% of awareness for Pepsi Max Ceasefire and Doritos Burn with 47%. As well as both brands grow sales by 10% (Popai, 2012)

- To persuade 60% of target audiences accept the concept of co-brand within two weeks that new products bring audiences a special eating experiences and new challenge (7 January—14 January, 2014).
- To increase both brands awareness in Australia by 60% (15 January-31 January, 2014).

4.2 Motivational Objectives

5.0 Target audiences view the website and Facebook homepage to learn the information about the campaign and products (1st February—10th February, 2014).

6.0 By using the key drivers of products that are exciting and challenging to encourage target group to consume products (11 February-29 February, 2014).

7.0 To increase sales of Pepsi and Doritos by 10 % in the end of February 2014.

5.0 Target Segmentation

“Target segmentation allows marketers to effectively deliver their message to a defined target market segment” (Chitty and Barker et al., 2012).

The target segmentation consists of consumers who have a similar demographics, lifestyle, behavioral characteristics, needs, wants and consumption behavior. The target segmentation is broken up into three groups. Primary target males aged 20-29, who are directly influenced by the message, Secondary target 18-39, who are indirectly affected by the message and Tertiary target, males or females who can influence the message or be indirectly affected by the message.

For the launch of ‘Cool the burn, *reborn*’ the primary target chosen was based on the personality of both brands and their established brand target audience.

5.1 Primary Target Needs and Wants

The primary target purchase decision is often low involvement when it comes to snack food and beverages, they are looking for something that is going to give them a quick release of energy. When purchasing a snack they are stimulated by price, promotion, and flavour. This target market is often more likely to try new things over the secondary and tertiary target.

The primary target is daring, enthusiastic, and more willing to take on challenges. They are often social and enjoy watching or playing sport. “Aussie males aged 18 to 29 are estimated to consume an extra 23 billion kilojoules of junk food, beer and fizzy drinks while watching AFL and NRL” G, Jones 2012.

5.2 Demographic Segmentation

“Demographics are based on social characteristics of population, age, and income” (Chitty and Barker et al., 2012) .

In 2010 a study released by ABS showed Australia’s male population made up 49.8% of the total population. This means that half of the Australian population may be indirectly affected by the campaign message. The average age for the Australian male is 30-31 and is a low to middle income earner (ABS ,2001).

In 2009, 68% of the primary target lived in capital cities of Australia, 12% of these males lived in share accommodation, with 21% living with their partner. A majority of this primary target is made up of university students, trade and service workers, and postgraduates starting out in the working force.

The average income for the primary target is classed as a low to middle income earner. The secondary target is made up of high school students, to middle-aged parents or fulltime employees. Their income can range between very low to high.

5.3 Psychographic Segmentation

Psychographic evaluation of the target market and secondary target is based on their lifestyle, motives, and personality attributes.

Men in their early to late 20's according to the ABS (2010) are more likely than women to engage in risky behaviours, they often engaged in sporting activities and most are very social.

ABS National Health Survey (2007–08); showed 42% of males aged 18+ are involved in physical exercise. 68% of males 18+ were overweight. Only 5% of this male population ate their sufficient serves of fruit and vegetables.

For most of this target market the buying behaviour of products such as snack foods and beverages requires low involvement decision-making. Peers and promotions play a major part in their purchase decision.

Vision critical released a report in 2012 that showed 18-34 year olds consume the most carbonated soft drink at 35% of the population. 25% of males in this target group prefer low calorie soft drink. This report also outlined that 30% of tertiary target consumers drink carbonated beverage while eating a snack or meal. PepsiCo can capitalize on this by using 'the power of one'. The campaign promotion will drive the sales in both Pepsi Max ceasefire lime and Doritos burn.

6.0 Message Design

Pervious advertisements and campaigns of Pepsi Max and Doritos all contain an element of humour and masculinity. The past campaign 'cool the burn' promoted both brands as an 'eating experience'. The message was designed to appear as an informational message where they explained what would happen if you did not drink Pepsi Max ceasefire-lime after eating the outrageously hot Doritos burn. The message used humour to entertain the viewers and engage with the target audience.

The new message for the campaign will be daring and motivating. The campaign 'cool the bun **reborn**' will play on the word reborn. The campaign will build on the original message of the pervious campaign, while encouraging the audience to be daring and take part in the competition. The viewer will be asked to present their own amusing tale about the union of the two flavours. Couched in a rapid awareness format, the campaign message will create a sense of urgency by referring to the products as 'limited time only' and that there is \$10,000 of prize money.

By incorporating the competition into the message in a creative and original way, it will receive positive attention from the viewer. This attention will result in a higher level of cognitive processing and have a positive effect on message recall.

Based on the demographics and physiographic of the target audience, humour will used as the emotional element to engage the audience. The use of humour in the message will attract attention from the target audience and create a positive mood. The consumer cognitive processing will focus on their thoughts about the advertising message. Creating positive emotion around the advertising message will result in a positive attitude towards the brands and the campaign. "Humour is more effective when the advertisement is low involvement" (Fill and Hughes et al., 2013)

Masculinity will be portrayed in the message by tone of voice and music. The music will assist in generating the mood of the message and express the brands personality. "Music can provide continuity between a series of advertisements and can also be a good peripheral cue" (Fill and Hughes et al., 2013)

The animated message will be delivered though television, as it requires less effort to process the message. Print messages will be humorous and emphasise the unison of both brands as an 'eating experience' whilst demonstrating elements for the competition.

Binet and Field (2007) found that emotion based campaigns were more successful than information led campaigns. Low involvement decision-making process is usually straightforward, the buyer needs little assistance when purchasing. Attitudes around "cool the burn, reborn" campaign are shaped by the consumer's previous knowledge, behaviour, and feelings towards the brands.

The message will encourage the viewer to upload pictures and videos to the campaign’s Facebook page. These pictures/videos (User generated content) are part of the competition. It will show the participants engaging with both brands in a daring and bold way. The pictures/video must include eating’s shots of both Pepsi max Ceasefire lime and Doritos Burn (This will assist the sales of both brands). All participants must be members of the Facebook page. By inviting user-generated content, acquaintances of the participants will be notified assisting in creating a wide reaching, rapid awareness campaign. User-generated content will be derived though the process of **crowd sourcing**. By doing this we are inviting the web community (preferably primary and secondary audience) to post material that can be used commercially in exchange for a reward (Fill and Hughes et al., 2013).

8.0 Resource Management/Budget

Contracted services	Administrative costs	program costs
<u>Administrations</u>		
AD agency Fee	15% x 1. 2 million	\$180,000
<u>Research</u>		
Competitors	\$646 x 7 E-articles	\$4522
Beverage/snacksfood industry	\$742 x 2 E-books	\$1484
PepsiCo	\$64,68 x 3magazines	\$194.04
<u>Productions & design</u>		
Making a 30 seconds ad commercial		\$18,000
Audio editing, mixing	\$35hr x 37	\$1,295
Video editing, mixing	\$55hr x 40	\$2,200
Audio Bulk Rates	40 hours	\$880
Video Bulk Rates	40 hours	\$1,600
<u>Media planning</u>		
Magazines(internal ads)	\$1,800(full page color) x 30 magazines	\$54,000

Buying spaces and times For TV channel	\$2,500 per seconds(8am-10am) x 4times x 30days	\$300,000
Poster/print	\$20(200pages, 16 x 24 cm) x 3,000	\$60,000
Social media (focusing on Facebook)		\$343,843.38
Interactive billboard	\$1299 per week (14x48' roadside) x 8 weeks x1 billboard	\$10,392
<u>Competition</u>		\$10,000

Total : \$ 988,410.42

Social media(Facebook)

22,342,000 population x 6% of age 10-29 male population=1,340,520

average per action is \$.27

\$0.27 per action (per person) x 95% x 1,340,520=\$ 343,843.38

9.0 Implementation

Social Media

Social media will be an important element of the campaign promotion, which will also be the main channel for consumers to connect with the competition. This will focus around Facebook, Twitter and Instagram as they resonate with the campaigns interactive theme of communication. These three platforms can allow us to measure the level of viral hype and word-of-mouth as an ongoing form of communication with consumers.

Posters/Print

The majority of print advertising will be utilised for point-of-purchase advertisements and promotion. Specifically situated in supermarkets such as Coles and Woolworths, and also petrol stations where impulse purchasing is most apparent. Magazine prints, will be strategically chosen based on target segmentation over the course of the campaign. In this case, Top Gear or Zoo magazines would be most appealing to our desired audience appropriately.

Interactive Billboard

An interactive billboard situated in central Melbourne, Australia will serve as aiding our word-of-mouth visual form of promotion. This will form a modern interpretation of depicting the “*Cool the Burn*” experience. The location, Melbourne, is chosen specifically heavy traffic and for its young city vibe, which will be central to our target market over the campaign period. As outlined in target segmentation, a majority of the primary target lives in capital cities of Australia.

Television

Our television promotion is centred through a target segmentation approach. Due to the vast variety of television channels or genres, in Australia, the *7Mate* channel will be utilised to directly speak to our desired male audience. This will focus on a humorous depiction of the product experience and further promote the competition over the entire campaign period. Strong frequency will be used at the beginning of the campaign and again before the campaign ends.

Competition

The added element of the competition encourages talk and awareness of not only the co-brand promotion, but also the overall brand. The competition design is created to be interactive and connects with our utilisation of social media platforms. The idea here is surrounded with the idea of the audience sharing their ‘daring’ experience consuming the products with the public, and will be ran and moderated over the course of the campaign period.

10.0 Evaluation

Below consists of a description of the evaluation process to be undertaken for each media element or strategy of the campaign. This description is based on the initial release stage and post evaluation process.

<u>MEDIA</u>	<u>SUBSIDIARY GENRE OF MEDIA</u>	<u>EVALUATION METHOD</u>
<i>Internet</i>	<ul style="list-style-type: none"> Social Media 	<p>Concurrent testing will measure the CTR's (click-through-ratios) achieved. This again, is alongside the theme of awareness and interest by the audience to enter the pages. Post testing measures the overall interaction level of the audience through the pages and whether they frequently visit or interact.</p>
	<ul style="list-style-type: none"> Website 	<p>Concurrent testing for social media, will measure the initial visitation and interest gained through the main webpage. Post testing here will determine the success of the overall message, brand awareness and consumer behaviours.</p>
<i>Print</i>	<ul style="list-style-type: none"> Retail (Point-Of-Purchase) 	<p>Concept testing will determine both industry and consumer interest in the overall flavour or duel product concept for possible tweaking. Post testing will look at overall sales, consumer behaviours, brand loyalty and brand awareness gained from product placement.</p>
	<ul style="list-style-type: none"> Magazine 	<p>Copy testing will evaluate whether the message portrayal is effective enough to possibly release through multiple magazine genres. Post testing</p>

Television

will evaluate trends in consumer behaviours and brand awareness.

Concept testing through television advertisements will be able to determine the level of interest in the overall flavour or product combination promotion available. From here, details can be altered around the results for final air time and confirming the correct audience base (e.g. *7Mate* channel).

Post testing sees the measurement of overall viewership statistics through GRP's (gross ratings points), gross impressions and audience share. This will also determine the level of awareness achieved.

Interactive Billboard

Copy testing will be utilised to determine the appropriateness of the overall message depiction, portrayal, and interpretation. Changes can be made here if the message or interaction isn't gaining the level of attention aimed for.

Post testing will see again whether consumer behaviours altered, awareness achieved alongside correct placement of billboard or frequency that it is viewed in its location.

Competition

Initially, **copy testing** will measure the level of not only persuasion required and achieved but also the consciousness of the audience through the different media platforms.

The **post testing** phase will determine whether the level of increased awareness was achieved alongside brand loyalty and message design success. The

level of interest and entries measured from consumers will determine its overall success, in conjunction with CTR's (click-through-ratios) of social media platforms.

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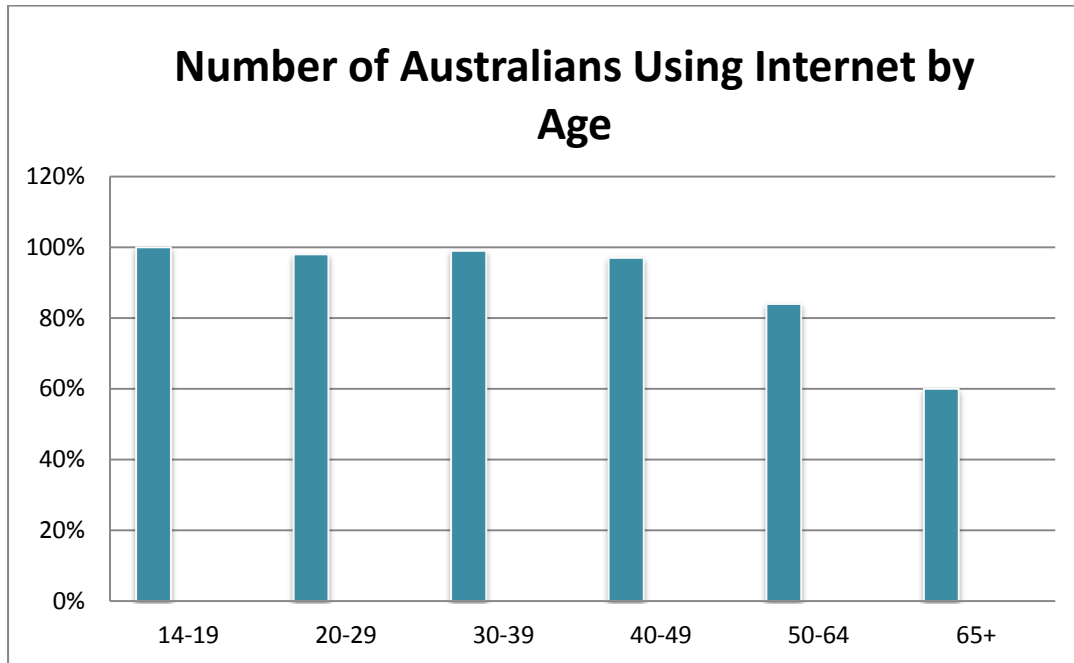
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Appendix

Appendix A: Number of Australians using the internet daily by age. According to *Sensis Social Media Report 2013*



Appendix B: The out-of-home (OOH) industry revenue results between 2002-2012 shows that it is desirable for its cost effectiveness, impact and awareness possibilities against traditional media. According to *OMO Industry Performance 2002-2012*

