



EXPERIENCE SAINT CAPE

MAGAZINE

MEDIA PLAN

PROPOSAL

BY:

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Benchmarks:

Month One:
INCREASE
SUBSCRIPTIONS BY
10%

Month Two:
INCREASE
SUBSCRIPTIONS BY
5%

Month Three:
INCREASE
SUBSCRIPTIONS BY
5%

The Pitch:



Objective:

INCREASE PHYSICAL/ONLINE
SUBSCRIPTIONS BY A COMBINED 20%

Strategy:

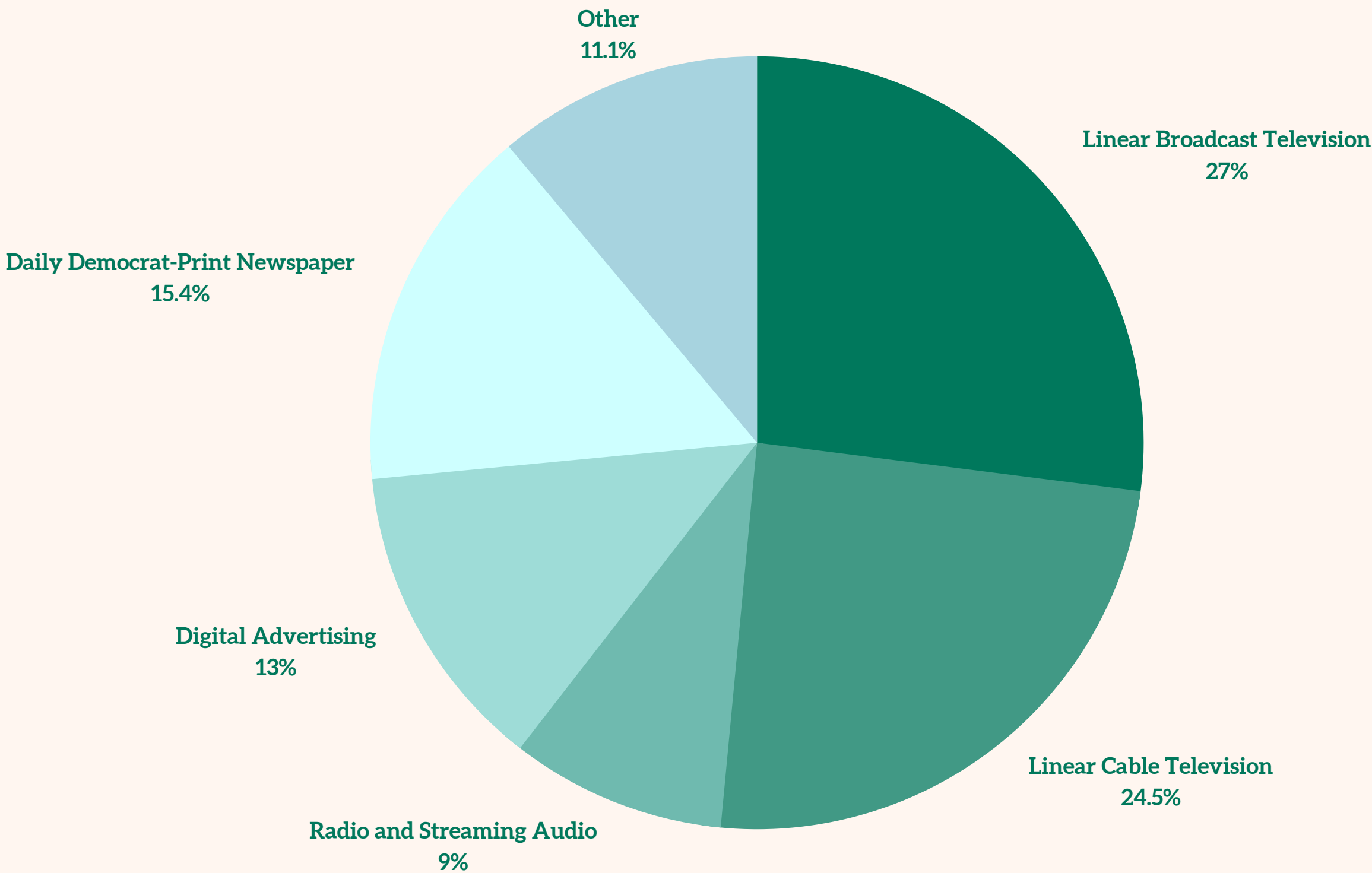
SHOWCASE THE MAGAZINE AS
THE ONLY WAY TO TRULY
EXPERIENCE SAINT CAPE.

Tactics:

USE PAID, EARNED, AND SHARED MEDIA TO
TARGET OUR DESIRED READERS.

Budget Breakdown:

TOTAL BUDGET: \$350,000



The Target Market:



**Men and Women
aged 45+**

Why is this our target demographic? The Saint Cape area is popular for retirement and second homes, and has tourism activities that appeal to an older age group. We have split the demographic into three categories:

Retirees:

- LIVES FULL-TIME IN SAINT CAPE
- DESIRES LESS PHYSICALLY TAXING ACTIVITIES
- LOTS OF FREE TIME.
- MORE MONETARY RESOURCES
- DOES NOT LIVE WITH CHILDREN
 - HAS GRANDCHILDREN, ADULT CHILDREN, OR NO CHILDREN

Second Homers:

- LIVES PART-TIME IN SAINT CAPE
- OWNS PROPERTY IN THE AREA
- MAY BE EMPLOYED OR RETIRED
- KNOWS THE AREA FAIRLY WELL

Tourists:

- VISITING SAINT CAPE; DOES NOT LIVE IN THE AREA
- LOOKING TO EXPLORE THE COMMUNITY
- HAS THE TIME AND RESOURCES FOR ACTIVITIES
- MAY BE TRAVELING WITH FAMILY OR CHILDREN



CONSUMER PROFILES:

MEET JOE, A SECOND HOMER.

- 50 years old
- Recently purchased a second home in Saint Cape with his wife
- The father of two college-aged children
- Enjoys being outdoors, cycling, grilling and gardening



MEET BRENDA, A TOURIST.

- 45 years old
- Frequently vacations in Saint Cape with her husband
- Hopes to eventually retire in Saint Cape
- No children
- Her and her husband love to try new foods and explore local restaurants

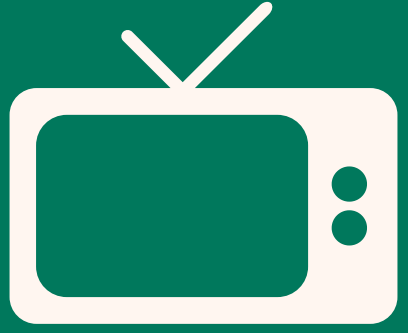
MEET SUSAN, A RETIREE.

- 65 years old
- Moved to Saint Cape 5 years ago with her husband after retiring
- Has grandchildren that visit a few times a year
- Enjoys a laidback lifestyle
- Always looking for activities to enjoy with her grandchildren



Efficient Media Mix:

Paid Media:



Cable/Broadcast

We expect our cable/broadcast television advertising mix to index at an average of 145 with our target audience. The local morning and evening news are largely popular among our target audience and will receive significant ad spend. Aside from local news, we will also spend a portion of the budget on late-night talk shows, sports networks, lifestyle networks, and primetime television. This mix of television stations and timing will reach a large segment of our desired target audience.

Digital



We expect our digital advertising mix to index at an average of 129 with our target audience. Advertisements will be placed on Facebook and during lifestyle podcasts in order to reach our target audience digitally. Advertisements will also be placed on local news sites. We will also launch a homepage takeover of the Daily Democrat website. Advertising digitally allows us to place a link that takes a consumer to a page to quickly subscribe to a physical copy and/or online copy of the *Experience Saint Cape* magazine.



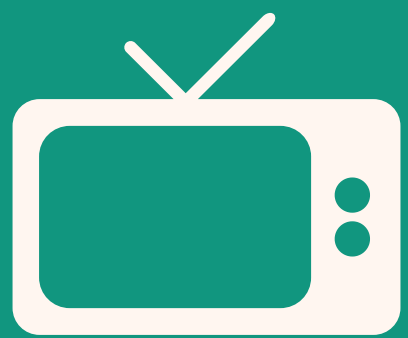
Physical

We expect our physical advertising mix to index at an average of 140 with our target audience. Customized plastic water bottle wraps promoting the magazine will be created and distributed on plastic water bottles in local grocery stores, flyers will be placed along the towns' various biking/hiking trails, and ads will be inserted into the Daily Democrat. Signage will also be placed in the airport, so tourists are immediately exposed to the magazine. All physical advertisements will have a QR code that brings you to a page to subscribe to a physical copy and/or online copy of the *Experience Saint Cape* magazine.

Efficient Media Mix:



Earned Media:



Local Media Segments

We will advertise the magazine by participating in local media news segments, specifically lifestyle segments. This is a great way to promote the types of content that will be featured in the magazine, e.g. recipes, bike routes, restaurant recommendations and coupons, etc. These segments will reach a large portion of our target audience, since local morning and evening news are commonly watched by our target audience.

Shared Media:

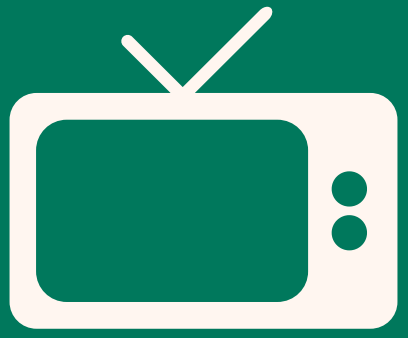


Social Media Shares

We recommend creating a Facebook page for the magazine to promote upcoming articles. This also allows people to tag the magazine in posts they make that involve activities, recipes, etc. that they found in the magazine. This enables the magazine to earn free and important advertising that will circulate among the target audience.

Efficient Media Mix:

What's NOT in our media mix?



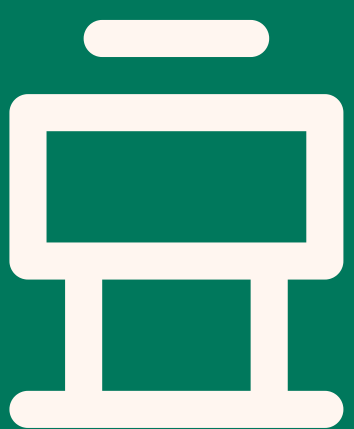
Streaming Television

Why not advertise on streaming services? Streaming is gaining in popularity, but is still weak among the target demographic. A streaming service like Hulu has an index of approximately 100 (average) and costs almost \$50 per 1000 impressions. In contrast, the most expensive cable channel was \$35 per 1000 impressions and had a target audience index score of 146. This campaign will be more effective if money is invested in cable/broadcast television as opposed to streaming television.

Radio



Why not advertise on the radio? Such a small percentage of our target demographic listens to the radio that we concluded radio advertisements were not a valuable investment. It makes more sense to invest money into more popular mediums, such as podcasts. This is an auditory medium with a larger percentage of our target audience and a high target audience index (133). We specifically plan to invest in advertisements that run during lifestyle podcasts, since lifestyle is very popular with the target audience.



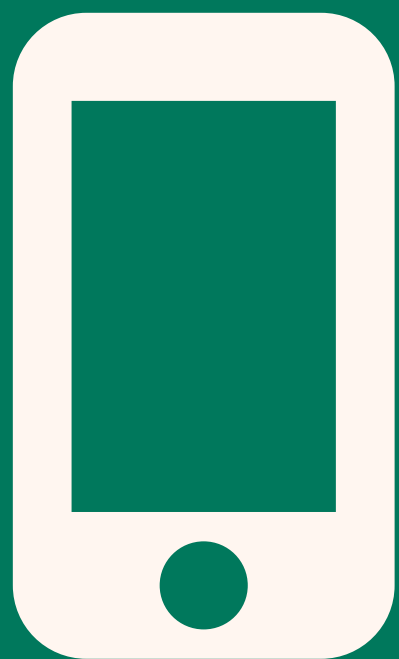
Billboards

Why not advertise on billboards? Instead of investing in billboards, we felt it would be more effective to advertise using airport signage and flyers placed along various biking/hiking routes. These other physical signage methods are more targeted at the audience we believe would read the magazine. Billboards get many impressions, but do not have as many impactful impressions.



Plan B:

If we are not meeting our desired benchmarks using the original media mix, we will analyze if digital or physical advertisements are pulling more new subscribers. We will then decrease ad spend on the lower-performing medium and place it in the higher-performing medium.



Option 1: Focus on Social Media.

An increase in digital advertising would include an increase in Facebook ad spend since content can be released quickly for a minimal cost to a large portion of our target audience.



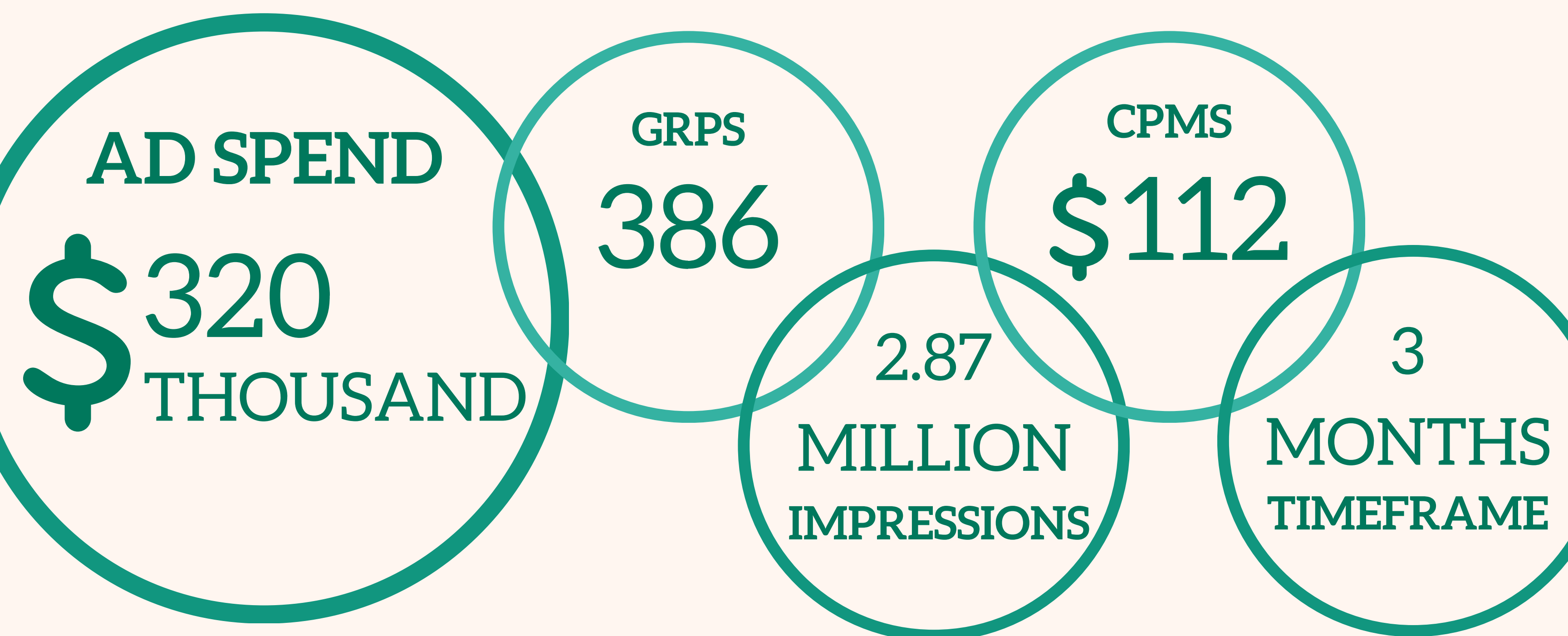
Option 2: The Daily Democrat.

An increase in physical advertising would include more content in the Daily Democrat since it can quickly reach a large portion of our target audience.



THE BUDGET:

Total Budget: \$350,000



Calculated with the target market

The remaining \$30,000 of the budget will be allocated to the following two forms of media:

1) \$25,000 will be spent creating plastic water bottle wraps with ads promoting the magazine. The plastic water bottles will be placed on shelves at local Publix and Trader Joe's grocery stores.

Why Advertise on Water Bottles? Indexes/Percent Reach amongst the target market: Plastic Water Bottles - 105 (69.2%), Publix - 126 (56.8%), Trader Joe's - 210 (14.3%).

2) \$5,000 will be spent on flyers placed in various locations throughout the city, specifically on popular biking and hiking routes.

Elevator Pitch:



We will increase *Experience Saint Cape's* total subscribers and revenue by 20% in three months by using a mix of television, social media, newspaper, and physical advertising. Our team conducted intensive quantitative research to create a targeted media plan to efficiently reach the audience most likely to subscribe to the magazine. With the Saint Cape population steadily increasing, this plan will cement the magazine as a necessary tool to experience the city.

With our plan, we will...

Generate
2.87
Million +
Impressions

Earn
386
GRPs
In Total

Utilize
**Paid, Earned,
and Shared**
Media

Create an
Impactful
Brand Image
For *Experience Saint Cape*

When you choose William Taylor Partners you not only get an effective media plan, you get a dedicated team. We will be committed to providing the best results every step of the way.

**Source: Nielsen Scarborough
Research, Custom Saint Cape
Magazine Report 2022**

**We would like to thank our
professor, Jay Newell, for helping us
throughout this project.**